

ELECTRICAL **MERCHANDISING** *WEEK*

MAY 1, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

What Dixon's Ad Stand Means To You

P2

WHY SEARS DROPPED DOWN PAYMENTS

P8

Will Color Be the Look In Stainless Steel?

P6

THIS WEEK'S NEWS IN BRIEF

The sun—at least Florida's—never seems to set on industry conventions. Last week **NEMA** (p 2) met to look at business, found themselves discussing everything from products to ethics. One topic of speculation: What the FTC's new head, **Paul Rand Dixon** (p 2), will—or will not—do.

Meetings made news in the North, too. **G-E's** stockholders (p 4) gathered in Syracuse, were intrigued with a display of futuristic devices. Other manufacturers were planning new products to cash in on the FCC's

multiplexing (p 8) decision. An EM WEEK survey tells what each will put on the stereo radio market.

And speaking of new products, Sonotone has developed an artificial **heartbeat machine** (p 7) to lull restless infants to sleep.

Have you been sleeping? Perhaps so—if you don't know about the selling potential of **melamine ware** (p 6) or the profit potential of **housewares clubs** (p 6). Why consumers like them: Discounts and easy credit.

Buyers also like Sears' **no-down-payment plan** (p 8), as other concerns ran to get on the easy credit carousel.

STRAIGHT FROM WASHINGTON

EXPENSE ACCOUNT LIVING WOULD BECOME A LOST

ART under President Kennedy's latest tax proposals. But don't get panicky and sell the "Honey Fitz" or whatever else you call your yacht. Chances of Congress' approving the plan in its present form are considered pretty slim.

Kennedy offered his proposal to curb expense accounts as part of his plan to give business a "tax credit" on money spent for new plants and equipment. What the President generally wants is this: A ban on income tax deductions for yachts, hunting lodges and other company entertainment facilities; and a strict limit on deductibility of business gifts, business-vacation trips and "excessive personal living expenses" while on business trips.

Most of the effect would be on big companies, of course. But Kennedy's tax aides also have in mind something like a \$25-a-day limit for room and meals while traveling, a \$10 limit on business gifts.

CREATION OF A DEPARTMENT OF CONSUMERS is the goal of a bill introduced by Sen. Estes Kefauver (D-Tenn.). But the plan doesn't have the Kennedy administration's support—and that makes its chances dubious. President Kennedy's alternate plan: A White House consumer counsel (EM WEEK, April 10, p 2).

Even if Kennedy does create the office by executive order, Kefauver argues, legislation still would be necessary to give it certain powers. If, he adds, a consumer counsel is to make an effective presentation before a regulatory agency, he must have mandatory powers to secure data from the company involved. His bill includes such mandatory powers.

RELIABILITY OF GOVERNMENT PRICE STATISTICS is under review this week by a subcommittee of the Congressional joint economic committee. Hearings will examine the considerable criticism that government statistics, in many cases, are outdated by the time they are published.

KENNEDY'S PROGRAM IS MOVING SMOOTHLY through Congress, according to Senate Democratic Leader Mike Mansfield (D-Mont.), who notes that nine of 16 proposals on Kennedy's priority list have cleared the Senate, and several have become law.

Most Republicans, and even many liberal Democrats, would be inclined to disagree with Mansfield about the rate of progress, pointing out that Kennedy has not and may not come close to getting his way on such controversial matters as plans to change tax laws, finance the interstate highway system and grant federal aid to education.

Can NEMA Turn

Suntanned top industry brass pondered that question last week as they left lush Boca Raton, Fla., site of the association's consumer products division annual meeting. For three days the men had heard—and joined in—talk about declining profits, do-nothing programs and decaying practices.

Some of the talk came in formal meetings. Most, though, rumbled through dim cocktail lounges, steamy golf course locker rooms and sun-swept cabanas. But all of it ended with one question: So business is bad and the industry's going to pot . . . what can we—individually and as an association—do about it?

Mort Farr had some suggestions. The Upper Darby, Pa., dealer, NARDA chairman of the board and spokesman for the independent dealers of America, laid it on the line to the manufacturing executives, blaming them for most of what ails the industry.

"I don't think any industry has been so good to so many people and so cruel to itself," he summed up the situation. "We used to have some wonderful ideas coming down from the sales managers of your companies," he reminded them. And then he went on to outline nine areas, or "new frontiers," where manufacturers might regenerate some of those ideas and pass them on to retailers—for the health and wealth of both groups.

Farr called on manufacturers to:

1—Put more steam behind no-frost refrigeration, automatic ice makers in refrigerators, freezers,

color TV and combination washer-dryers.

2—De-emphasize low-end refrigerator sales. "You should be replacing them, not selling them."

3—Forget about the battle of the fuels. "Dealers aren't interested. There's plenty of business out there for both electricity and gas."

4—Work on low dishwasher saturation (now at 7.1%).

5—Realize the importance of the value added to products by dealers (for instance, service, installation, delivery, how-to-use advice).

6—Clean up advertising by withholding co-op payments.

7—Forget about insisting on artificial percentages of market.

8—Pass a law against transshipping.

9—Generate a "little more morality in our market place. You're more interested in selling to a dealer than through him."

And, warmed up to his favorite subject, Farr went on to declaim against the shoddy situation set up when discount operations actually fix manufacturer prices, playing factory against factory to get the better deal.

"The cut-throat competition of so-called mass merchandisers who take selected numbers out of nationally known lines and sell these numbers at 10% above cost to create a store image of great values . . . is destroying the independent dealers in major markets."

But Farr offered help from dealers in some of the industry's problem areas. "After all, we're your partners, not your competitors," he

How FTC's

The spring season on deceptive advertising opens today.

Federal Trade Commission's new chairman, Paul Rand Dixon, does not consider false advertising small game. He will point big guns labeled "immediate action" at anyone—retailer, manufacturer, ad agency—who strays within his domain.

And anyone is fair game: Neither ignorance nor the size of your business will be an excuse.

Dixon has already spoken his mind before National Retail Merchants Assn. and the Assn. of National Advertisers. But unlike his predecessor, Earl W. Kintner, he is not expected to spend a good deal of his time speech-making, attending industry conferences and relying on friendly persuasion to cajole advertisers into policing their own practices. Rather, he will stick closer to Washington, closer to his staff, closer to the business at hand. Tougher enforcement will become his forte.

Two changes in FTC procedure, effective immediately, will give Dixon's men power to move faster and strike harder . . .

1—A determined effort to speed up the schedule of hearings on any case. This will eliminate what Dixon said was an impression that "lawyers and witnesses still had to travel by horseback and canal barge."

2—Placing responsibility for de-



Talk Into Action?

EM WEEK'S

MARKET REPORTS

grinned. In particular, he said he felt manufacturers could look to dealers for assistance in the following things:

1—Feedback on sales figures so makers can pinpoint trends in retail movement more exactly than they can now.

2—Reduction of excise taxes. "You speak for big manufacturers. Dealers could speak for 100,000 small businessmen."

3—Fighting FTC.

4—Battling the upcoming full disclosure credit bill (EM WEEK, April 24, p 2).

Shaky makers heard more reassuring news from Hickman Price Jr., assistant secretary of commerce, when he departed from his prepared speech to stress, "There is no desire or intent on the part of the present administration to engage in witch-hunting."

Price's remarks fell on willing

ears, because the assembled appliance brass was admittedly nervous over the recent Philadelphia price-fixing indictments and unsure of the government's position on industry associations and voluntary codes.

"We believe in self-policing," Price said, setting the record straight. "The job is yours more than it is ours. Don't let the FTC police you. You police yourselves."

(Of course, Price spoke for the Department of Commerce, not for FTC. For amplification of the new administration's—and particularly FTC's—view of the situation, see story below.)

NEMA directors reelected 1960's officers to head up whatever action the consumer products division will take in the year to come. Homer L. Travis, Kelvinator sales vice president, is again chairman; Jack Sparks, Whirlpool sales vice president, vice chairman.

What NEMA Members Worried About Behind Closed Doors . . .

(All but one short session of the NEMA meeting was off-limits to the press. Nevertheless, EM WEEK feels it's important for dealers to know some of the things manufacturers were discussing in their closed-door meetings—if only in general terms.)

● **Unwillingness** of the consumer products division to take action, as a group, on industry practices which all recognize as dangerous. Perhaps a clearer definition of the government's stand on what associations can and cannot legally do would make NEMA bolder. Members hope

so. A proposed code of ethics could be a step in the right direction.

● **Slowness** with which the much-touted consumer products division consolidation movement is producing results. Members gripe that they're not getting anything for their money, that red tape snarls up action that is suggested in section meetings.

● **Appropriateness** of the LBE program's flameless theme. Members with gas products naturally object to NEMA's tying in with the anti-gas push.

Dixon Will Aim And Shoot

development, trial and forward progress of each case on one staff member.

"I don't want any FTC attorney explaining delay in a case by pointing to three other attorneys and then have them point to somebody in the middle who isn't there."

"It's amazing how much faster things move if a person, not an organizational chart, is made responsible for forward progress," Dixon said.

And more changes to come have also been promised by Dixon:

● The FTC will spend less time on the legal procedure of completing a case and more time on spotting trouble where it is about to happen. As Dixon put it: "We're going to serve injured business and consumers with a squad car instead of a hearse."

● More money will be requested from Congress.

● More men will be requested for Dixon's staff.

● More powers may be given to him. For instance, the President's special assistant on regulatory agencies, Dean James Landis, has recommended that the FTC be allowed to issue "cease and desist" orders without the customary hearings before the commission.

What about industry-originated codes, like the American Home Laundry

Association's ad guide and the refrigerator manufacturers' pledge to label boxes with "useable capacity" instead of NEMA gross?

Dixon's answer: They're fine as far as they go, but "just as the distribution of Bibles does not make Christians, neither does the promulgation of guides assure clean advertising. They can only help. How much value they really have depends on the commercial morality of those who read them . . . In short, we welcome any and all self-policing as a turn in the right direction, but we're still going to read and listen to your ads."

What about industry conferences? Dixon found merit in trade practice meetings at which troublesome topics are illuminated and clarified. "At least," he said, "such conferences can serve a genuine education purpose as well as dissolve alibis of ignorance concerning the law's requirements. Once the dubious practices are hauled into the open, they cannot thereafter be so easily hidden. And the law violator is deprived of the pious cloak of misunderstanding."

And what about Dixon, himself? Despite his mild-mannered appearance (see picture, at left), Dixon gained a reputation for pulling no punches shortly after he joined Sen. Estes Kefauver's famous subcommittee in 1957.

Continued on page 15

MIDWEST . . . ST. PAUL—Business was good, TV and appliance dealers reported, and they weren't concerned about the reasons.

"Maybe it's because people are avoiding the discount houses, preferring the good service they get from retailers," said Gordon Watson, manager of Watson's Appliance and Television Co.

His business for the first four months of the year was up about 7% compared to the same period in 1960. April was a full 10% higher than last year.

Laundry items were moving well, and TV and stereo were surprisingly strong. Refrigerator sales were down, but Watson saw a pickup soon. RCA, Whirlpool and Hotpoint were about even in white goods sales volume. RCA was tops in TV, Magnavox in stereo. "An increase in homebuilding is helping us," Watson said, "and another encouraging factor is that cash buyers are more numerous. Cash sales are 4% or 5% ahead of a year ago."

At Sundgaard's Appliances and Television Co., business was up about 25% compared with last year. "March was about 300% better than a year ago," said Hank Sundgaard, owner. "Our newspaper and radio advertising has been paying off and we believe Philco's national advertising has also been a strong factor."

One of the biggest dealers in the city, McGowan's TV Appliances, reported 1961 business "a little ahead of a year ago." Bill Graves, an owner, said, "We believe that a slight dip in April reflected the recent national recession which seems to hit this part of the country a little later than the rest of the nation. But we aren't worried. Our volume is always good—varies less than other dealers. We've got a lot of old, reliable customers."

SOUTH . . . ATLANTA—The economy had several upward boosts in recent weeks, giving rise to much talk of a second-quarter pickup.

The government announced a \$1 billion contract for the Lockheed Aircraft Corp. division in Marietta, Ga., 20 miles north of Atlanta. And it may have a \$4 billion potential.

As welcome as this happy talk was to the area, the good news apparently had not yet been reflected concretely in the appliance field. Paul Parker, owner of Cobb Appliance and Furniture Co. in Marietta said the big new contract hadn't yet spurred his sales. Although this January was slightly better than last year's, the other months were off substantially from 1960.

"In fact, February and March were among the worst months we've had in our 12 years of business," said Parker. White goods were suffering the biggest lag, with freezers and dryers especially slow.

Owner Frank Hodges of Hodges Appliance Co., Atlanta,

reported that his January sales were on a par with last year's, but that February and March showed a drop. Hodges felt that the exceptional amount of rain this year was probably the biggest factor in his slow start. "Outside workers are an important part of our trade and there have been many weeks when they were able to work only one or two days."

Mrs. Katherine Haskins of Haskins Appliance Co. said business was at about the same level as last year. She saw definite signs of an uptrend, however. "There's been a lot of shopping for the past several weeks and we believe that with Easter and income tax time behind us, and with a pickup in the building trades, these people will be back to buy. One decided change we have seen this year is the comeback of the free-standing range."

Tom Aycock, owner of Aycock Appliance Co., Atlanta, had an increase in sales across the board the past two weeks. "The break in the rainy weather had more to do with this than anything else," said Aycock. "My margin of profit is better than the first quarter of 1960, so if my sales hold up, this will be a really good year."

WEST . . . OMAHA—A fair first quarter behind, a long, hot summer ahead. That was the opinion and hope of the area's dealers.

There were some exceptions. One dealer estimated that his business was off 30% to 40%. "The day of the exclusive appliance dealer is doomed," he said.

But for most dealers first-quarter sales met, and in some cases surpassed, their expectations. "We were apprehensive, but now we've got no kicks," commented Sel Suvalsky of Master Furniture and Appliance in Council Bluffs, Iowa. Like other area dealers, Masters was building up air conditioner inventories. "Now we're waiting for the weather to do its part," he added.

Freezers were the bright spot for Best Appliance, according to Irvin Gendler. Best got "excellent response" to Frigidaire 11-footers, offered at \$199.

National Supply Co.'s Barney Hoberman noted "more competition, in everything from washers to radios. We could sell washers if we wanted to give them away. But frankly, I'm tired of working for the distributors." Zenith portables continued to move well. Hoberman admits that "with a little sales talk" he steers transistor customers away from less expensive Japanese models to American brands.

Business at Paramount Radio's suburban store was "spotty," according to Paul Bartley. Several days of 70-80 degree heat spurred air conditioner interest. The firm moved 30 1-hp Gibsons at \$148. Paramount plans to hit refrigerators "hard," luring sales with factory close-outs.

AHEAD IN THE NEWS

SYLVANIA MADE IT OFFICIAL last week, bowing its earlier-hinted-at power transformer chassis, which will be in most of its 1962 TV models. At the same time, the company jolted the rest of the industry by extending parts and labor warranties—now 90 days—to five years on transistor radios, one year on tube radios. New warranties cover all current 1961 radio lines—even those in pipelines. ■

LATEST FROM G-E'S LABS: Experimental device which would allow main cabinet and satellite speaker in stereo rig to be connected by a sound-carrying beam of light rather than the cable hookups now employed. ■

FTC MOVE ON THE JEWELRY FRONT may have importance for the appliance business. The commission went after Coro. Inc., jewelry manufacturer and distributor, for listing fictitiously high retail prices for its merchandise in catalogs which it gave to jobbers and retailers. This practice, FTC charged, gave retailers and jobbers the means to mislead the purchasing public as to the usual and customary selling prices of the company's products. FTC's line of attack in this case is different from the one employed, so far, in the appliance industry, where the Federal Trade Commission has gone after retailers—not manufacturers. ■

PHILCO GREETES SPRING WITH 1962 TV MODELS—three basic 19-inch portables, four 19-inch compacts and a 23-inch "Pacesetter." Low-end portable has \$159.95 list; others are open. Compacts start low at \$169.95, run through two opens to a top of \$269.95. The "Pacesetter," which can be a table model or mounted on a base, is designed to match mahogany furniture, comes in at a list of \$199.95. ■

FRIENDLY FROST EXPECTS TO GROW even more in 1961 than it did in 1960. In his first report to stockholders, Gerald O. Kaye, board chairman of the giant retail, coin-op laundry and cleaning, manufacturing and broadcasting complex, predicted dramatic steps ahead in coin-ops and FM broadcasting. For the fiscal year ended Jan. 31, Friendly Frost's sales hit \$25,693,152; income, \$574,899—both records. Friendly Frost earnings jumped from 64 to 66 cents a share the stockholder report showed. ■

AIRTEMP CROSSED DISTRIBUTOR PALMS WITH SILVER last week and moved 18,950 room air conditioners to dealers in one day. That was way over the original goal of 10,000 units the company had set for its "Sell for Silver" push. Incentive: Distributor salesmen received one silver dollar for each unit moved; top salesman in each distributorship received \$25. ■



G-E Showed Shareowners This Electronic House As The Home Of The Future

Target date for the electronic products crammed into the futuristic home above: 1970. By that time, General Electric figures, it will be producing items like these for the house shown at its annual meeting in Syracuse, N. Y., last week:

Automatic babysitter: Basically, closed circuit television which would allow the mother to keep an eye on the children from any room in the house. G-E is also thinking about an electronic pacifier for babies.

Fairy tale projector and audio-visual encyclopedias: Books audibly and visually translated.

Teaching machines: Close to reality now. Manual units are now on the market and G-E has developed education science kits (build-it-yourself transistor radios, computers and transmitters).

Audio-visual intercoms and transceivers: Home or mobile communi-

cations equipment for sound and pictures.

Variable game table: Select a game (chess for example), push a button and electronics will produce the proper board on table's surface.

Electronic monoculars: Like binoculars, but electronic power will be added to increase sensitivity of the instrument.

Home entertainment center: The works—TV, radio, stereo—all controlled from a central panel.

Wall-size receiving screen: On-the-wall-television in color.

Atmosphere creator: The last word in air conditioning equipment with moisture, humidity and dust all controlled.

Home data processor: G-E hopes to simplify today's industrial computers so you can use the machine to calculate your income tax, figure out household accounts.

Shareowners Gave G-E Management Resounding Vote Of Confidence At The Annual Meeting

Meeting against a background of price-fixing scandals and Congressional investigation, General Electric's shareowners struggled through a stormy 6½-hour session.

The result: Despite all the sound and fury, Board Chairman Ralph J. Cordiner, who was directly under attack for the company's role in the price-fixing cases, never got less than 98% of the shareowners' votes in any anti-management resolution.

General Electric was the largest of 29 manufacturers which pleaded

no contest to federal charges of price-fixing and market gerrymandering in the sale of heavy electric equipment.

Cordiner told the stockholders that he didn't know of these violations, but was assuming ultimate responsibility as chief executive of the company.

"You must know that I have spent many night hours worrying about these problems," he said. "How they came about and how to avoid their ever being raised again."

Moffett Named Managing Editor



Robert K. Moffett has been appointed managing editor of EM WEEK. He replaces Ted Weber Jr., who had been named editor-in-chief of the McGraw-Hill News Bulletin, a weekly newspaper for employees.

Moffett comes to EM WEEK from the staff of the editorial director of McGraw-Hill's publications division. A graduate of the University of Alabama, Moffett has worked for the McGraw-Hill publications "Factory," "Business Week," and "Fleet Owner," on which he was managing editor from March, 1958, to November, 1959.

He joined McGraw-Hill in 1955 as the company's first editorial trainee after having served twice in the U.S. Army. On the editorial director's staff, Moffett was responsible for the administration of McGraw-Hill's editorial trainee program.



THIS WILL BE THE MOST
COPIED REFRIGERATOR
OF THE YEAR

NO FREEZER
SO IT
HOLDS
THIS MUCH
MORE
FRESH
FOOD

Gibson
APPLIANCES

GIBSON REFRIGERATOR SALES CORPORATION, GREENVILLE, MICHIGAN
SUBSIDIARY OF HUPP

MARKET MASTER For millions of families who own (or plan to buy) a separate freezer, Gibson builds a special kind of refrigerator. The Market Master holds lots more fresh food because it has no waste freezer space. Freezer-owning families love it. In time, other manufacturers will offer freezerless refrigerators, but your Gibson Dealer has the Market Master right now. You really ought to see it.

*Gibson builds extra-value freezers, too, and ranges, air conditioners, dehumidifiers.

GIBSON + LIFE = ACTION

Promotion Nets over

500% Distributor Sales Jump

Gibson's Market Master refrigerators are getting the biggest push in their history: a sales promotion spearheaded with a two-page ad in LIFE. Why LIFE? Because LIFE offers an audience of over 20,000,000 better-educated homes with higher incomes . . . homes that mean action to advertisers. The Gibson ad in LIFE's April 21st issue listed 3,155 dealers in all seven LIFE regions. Factory sales of Market Masters jumped higher than any month in the past. Consumer response was immediate and dealer respect for Gibson has never been greater.

SEE THE MARKET MASTER, AND OTHER

CONNECTICUT
Bridgewater
171 North St. Superior Sales & Svc. Co.
181 North St. Superior Sales & Svc. Co.
210 North St. Superior Sales & Svc. Co.
Bridgewater
171 North St. Superior Sales & Svc. Co.
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Bridgewater
171 North St. Superior Sales & Svc. Co.
181 North St. Superior Sales & Svc. Co.
210 North St. Superior Sales & Svc. Co.

ABSOLUTELY FREE!

STOP!
YOU MAY
ALREADY HAVE WON
45,870
THIS IS
YOUR LUCKY NUMBER
GIBSON LUCKY NUMBER
NO TWO NUMBERS ALIKE

ANY OF THESE GIBSON DEALERS

NEW YORK
110 East 42nd St. Superior Sales & Svc. Co.
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THE MANUFACTURER SAYS:

Bill Conley, President of Gibson Refrigerator Sales Corp.: "Choosing LIFE as our primary ad medium was one of the best decisions we ever made. LIFE has delivered dramatically. We're having the most successful promotion in our history and a good portion of that success should be credited to LIFE."

THE DISTRIBUTORS SAY:

William H. Leck, President, Speed Queen Atlantic, New York: "Having our biggest single month in the years we've distributed the Gibson line. This is the kind of promotion our dealers like."
A. J. Battershell, D. N. Latus Co., Helena, Montana: "Best appliance promotion we've ever

had. We are at least 450% greater in Gibson sales this March vs. March of 1960."

Chuck Ingram, Electric Sales and Service Co., Atlanta: "We need more listings. We're selling with this activity, don't drop it."

Jim Kaul, Straus Frank Co., Houston: "The best business booster I've seen timed for maximum benefit. A real new account opener."

Bern Hynes, Hynes Brothers, Washington, D. C.: "The M-Day Spectacular is the most effective Plus promotion we've ever run."

THE DEALERS SAY:

Herb Wilk, Sampsons, Milwaukee: "Each of our five stores tremendously enthusiastic about

the traffic Gibson's LIFE promotion is delivering. This means sales!"

O. B. Guynn, Guynn's Furniture and Appliance, Ft. Worth: "Give us traffic, we'll make the sale. This LIFE ad is delivering."

Howard Summers, General Manager, MacMahn's, Santa Ana Division, Calif.: "Stores are sold on LIFE thanks to Gibson's promotion. Customers are here and we're selling!"

Rudy Monk, Owner, Rem Electric, Monticello, Iowa: "We're drawing excellent traffic and sales from the Gibson-LIFE program. It's a sure winner in my store!"

Harvey L. Goodart, General Mgr., Bill's Auto Stores, Louisville: "I can't recall a manufacturer's promotion that has produced more retail action than Gibson's LIFE program."

Source: Nielsen Media Service—1960

IT PAYS TO SELL WITH

ADVERTISED IN
LIFE

Colored Stainless: Who's Trying It?

The color spectrum in the housewares industry may be broadened considerably in the near future by a new process that colors stainless steel at the mills. Several manufacturers currently are studying, for possible product use, a production-rolled, color-coated stainless sheet and strip, called ColorRold, produced by Washington Steel Corp.

However, certain disadvantages of the colored stainless (it cannot withstand heat over 350 degrees, lacks high abrasive resistance, and is more expensive than non-colored stainless) have tempered the enthusiasms of some producers, while eliciting negative reactions from others.

They're in favor of it, but . . . Most enthusiastic was Maurice Schraeger, president of Flavor-Seal division of Cory Corp. He said his company already has made several samples of non-electric items using the colored metal. He pointed out, however, that some of the metal's disadvantages,

notably its lack of heat resistance, prevented its use in products that have a heat application.

At present the company is limiting the use of the new color-coated metal to non-electric products that are used only for storage or food retention, he said.

Schraeger pointed out that his company hoped to have some products available for January, 1962, Housewares Show.

Ekco Products Co. also is studying the new color-coated stainless. M. Cooperman, assistant vice president of purchasing, said his company was "aware of the new process" and was studying samples of the metal.

"We'll have more to say about it when the full report is made in about two weeks," he told EM WEEK.

While other housewares manufacturers revealed that they also were studying samples of the colored stainless, they had no plans at present to apply it to product use.

An executive for one housewares

producer, who declined to be identified, said his company was "currently evaluating samples of ColorRold. But it's still too early to say if and how it can be used."

Some manufacturers who had previously not heard about ColorRold, expressed interest in it when they were told of its existence.

Emerson Electric Manufacturing Co.'s Bob MacCloy, sales promotion manager, for example, told EM WEEK:

"I imagine there would be many uses for it in the housewares field. We would really be interested in knowing more about it. People do want color and I think we could find uses for the colored metal in fans and range hoods."

Some are against it. Other manufacturers, however, objected to the use of color with stainless steel. Three main objections were:

1—Why color stainless steel in the first place?

2—The inventory problem would make its application economically impossible.

3—The color process increases the cost of stainless thereby making it non-competitive with other metals.

What is ColorRold? David S. Campbell of Washington Steel's product development department, explained:

"The process is a method of applying color finishes on stainless sheet and strip. The sheets are colored by feeding them through coating equipment capable of applying color thicknesses of from 0.5 to 2 mils. Then they're cured and baked at about 400 degrees."

Campbell pointed out that ColorRold was developed primarily for architectural and design uses, such as the exterior of buildings. But, he said, manufacturer inquiries prompted product suggestions for ColorRold: Kitchen cabinets, coffeemaker trim and panels, refrigerator doors, pot and pan covers.



Melamine Dinnerware

TRENDS

Estimated 1960 retail dollar volume, \$95 million, compared with estimated \$100 million in 1959. Unit volume increased slightly, but lower prices resulted in dollar decline. Housewares departments doing biggest volume, followed by china and jewelry sections. About 90% of business done in 45-piece sets. Decorated ware accounts for about 75% of all sales. Retail inventory problems, resulting from increase in number of patterns discouraging stores' interest in starter sets and open stock.

PROMOTION

Best selling periods are late spring and Christmas. More than 30% of sets sold as gifts. Occasions for promotions: Weddings, anniversaries and Christmas. Outdoor and casual living trends increase sales.

ADVERTISING

Heaviest lineage in May and October. Ad dollars in 1960 fell off \$636,776 from previous year's \$2,105,149. Lineage dropped 1,719,000 from 1959's 5,152,000. Most dollars spent on local advertising. Most effective newspaper advertising.

PRICE

Retail prices generally lower than in previous years. Most popular is \$29.95 set. Many stores stock three price levels: \$19.95 or \$24.95, \$29.95 or \$39.95 and \$49.95.

DISPLAY

Does not require too much space. Patterns and shapes may be shown by displaying platter, cup and saucer. For display use room dividers, center islands, table settings, posts, walls or pre-packaging.

SELLING TIPS

Emphasize: (1) durability, (2) break resistance, (3) color, (4) economy and (5) use as patio and outdoor living ware.

YOUR NOTES

AN EM WEEK BUSINESS BUILDER

A New Selling Idea That Works

How would you like to increase the flow of money into your housewares department by at least \$100 (and possibly \$300 or \$400) every week of the year—during the slow seasons as well as peak ones? That's an extra \$5,000, \$10,000 or \$15,000 every year.

You would be delighted if just 20% of that extra \$5,000 represented new business. But what if new customers accounted for 50% to 75% of this business? Sound good?

That's just the beginning. Suppose, just suppose, that you were able to give all these customers—old and new—a special feeling or sense of belonging that would keep them coming back to your store?

How do you do all this? It's not difficult at all. In fact, it's fairly simple. All you have to do is start a retail housewares club.

A retail housewares club is like a Christmas club, a closed-door discount store, and a "no-down-payment, easy-credit operation" all rolled into one.

Like a Christmas club, members regularly pay a specific amount of money to the club in anticipation of future purchases; like a closed-door discount operation, members have identification cards that entitle them to certain "special privileges"; and, like a "no-down-payment, easy-credit" deal, members can (if they pay a small penalty) buy merchandise before they have paid up their club dues.

To start a club all you need are 50 members who are willing to join at \$2 per week. The club will last for 50 weeks and all the money paid in

by a member is used to purchase merchandise—there's no fee for belonging to the club. "Fine," you say, "but why should they join? What have I to offer them to make customers want to belong?"

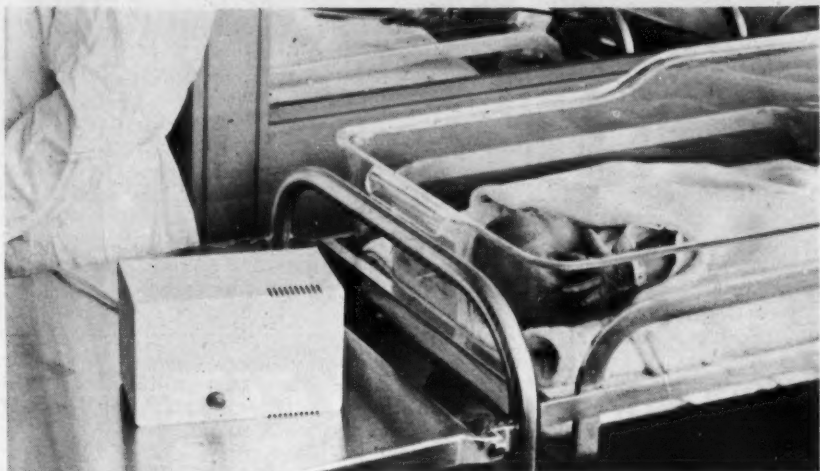
Give each club member an identification card and allow him a specific discount—say 10%—on all purchases that he makes while he is a dues-paid member of the club. Members get their discounts, and another status symbol—the identification card. "Still," you might mutter, "that's not enough. A customer can get all that at the local discount house." Maybe so, but there's more.

Allow members to make purchases on "credit" up to the amount of their paid-up club dues. But discourage them from buying anything this way until they've paid at least half their membership—a 2% "bookkeeping penalty" on the unpaid balance every month will do the trick. After a member has passed the half-way point in the club, you can reduce the "penalty" to 1%.

As a final incentive for members, offer them a special prize—either cash or merchandise—every week. Put all the names of the members who have paid their dues for a specific week into a hat and draw a winner. Once a member has won, his name is withdrawn from the hat for the remainder of the club. This way, everybody gets a chance to win and members are less likely to fall behind in their dues. And a member needn't be present to win. In fact, by posting the name of each week's winner somewhere in the store, traffic is sure to increase.

Depending on the dealer, the number of members in a club and the

HOUSEWARES



A baby is comforted by a device that reproduces the sound of a mother's heartbeat.

Two Hearts Are Better Than One

Sonotone Corporation, Elmsford, N.Y., claims that when mother is away its new electrical device can provide baby with maternal security by reproducing the throb of a mother's heartbeat. Known as Securitone, the electric heartbeat simulator

comes in a plastic case and is the size of a small table radio. It is now ready for shipment to department stores and eventually will be sold in electric housewares departments, Irving I. Schachtel, president of Sonotone, told EM WEEK.

number of clubs running simultaneously, the value of prizes will vary. "Cash" prizes are always better than merchandise because they generate more interest. No actual money should be given—members apply their winnings to their club dues. Here's how it might work:

For the first five weeks, winners get \$5 subtracted from their dues (they now only pay \$45 for a \$50 club); during the next five weeks, winners would get \$10; during the next five weeks \$15; \$20 during the next five weeks; \$25 during the next four weeks; and the last week's winner would win \$50.

How do you get the members? One way is to promote the idea in your local newspapers and in the store. In the beginning this kind of promotion will work but, as you become more successful, you'll want to expand—carry more members in each club and carry more clubs. By then, you'll be able to "hire" representatives from your initial clubs. This arrangement will make managing the club much easier for you.

If you want good representatives, you must "pay" them well. Give each of your reps the standard club member discount plus an additional 1% discount for each new member that he recruits and services. Make certain that the total representative discount doesn't exceed your cost. The best representatives are those who have regular contact—either at work or socially—with fairly large groups of people. It makes their work a lot easier and keeps them interested.

What's in it for you? The answer is simple: More traffic, more new and regular customers, and more profit.

If you follow the basic idea and have your customers pay for their merchandise before they buy it, you'll be able to do the same and take advantage of the 2% discount offered by most companies. Extend this idea over a full year and you'll get a better idea of the plan's potential.

It's easy. Why not give the plan a try?

EKCO'S PROFIT PYLONS
SAVE DISPLAY SPACE

In fact, the compact housewares displays use only one square foot of floor space to present the same amount of merchandise that would normally consume 24 square feet of counter display area. Each unit is only an inch taller than six feet and revolves on a 13-inch circular pedestal. The pylons can handle up to 44 different items and they are available in eight different assortments.

"TAKE YOUR DAMAGED SHAVERS TO WESTERN UNION." That's what Norelco's San Francisco reps are telling their customers. Two San Francisco Western Union offices are taking part in the plan designed to speed up customer service. For 75 cents, Western Union messengers will take the damaged shavers to the Norelco service center and deliver them when they are repaired. Officials at North American Phillips Co. are interested in the test and, if it proves successful, might consider embarking on a country-wide program with Western Union. ■

HOUSEWARES "FAIRS" STILL MOVE MERCHANDISE.

Officials at Hess Brothers department store, Allentown, Pa., are sure of that. After winding up their two-week promotion last month, they were pleased to learn that they had increased sales in electric housewares by 25% over 1960. And they were bucking last year's Easter sales. Prizes, appliance demonstrations, and two 40-page supplements in the local Sunday paper pulled in the customers. Floor polishers and electric can openers were the hottest items. ■

HEAVY NATIONAL ADVERTISING in newspapers and four national consumer magazines will help the Lewyt Corp. launch its new vacuum cleaner (EM WEEK, March 20, p 7) this week. Lewyt is backing its print drive with dealer aids, including a chrome display stand that has a blackboard on which dealers may write their own sales messages. According to Alex Lewyt, president, the company is on a six-day work week to meet inventory needs for the next four weeks. ■

A SPECIAL PRICE FOR THE MONTH OF MAY is the deal that the Kromex Corp. is offering dealers. The deal is on a four-piece Vina-Wood canister set that will retail at \$7.95 during May—it normally carries a \$9.95 tag. All sets are individually packaged and include flour, sugar, coffee and tea canisters and are available in either natural or walnut finishes. According to Kromex, dealers will get their full markup during the Vina-Wood promotion. ■

ENGLISH NON-STICK SLIPS INTO WASHINGTON. The Hecht Co., Washington, D. C., department store, is now carrying an English Tower-glide frypan with a \$4.99 tag in addition to the French T-Fal pan—\$5.99—that it has carried for two months. The store plans to carry both lines in depth. ■

HOW TO OPERATE SERVICE CENTERS AT A PROFIT was the theme of the 12th annual conference of the National Appliance Service Assn., which met recently in Atlanta, Ga. Members agreed that narrow profit margins in servicing electric housewares and rising cost of labor, made it necessary for servicemen to streamline their operations if they wanted to stay in business. ■

APPLIANCE-TV

THERE'S A LONG, LONG TRAIN A'WINDING from the Frigidaire plant in Dayton. Actually, there are three trains (total length almost a mile and a half), all headed South (Atlanta, Charlotte, N.C., Texas), carrying more than 17,500 Frigidaire major appliances. The company tried the train tack in California several weeks ago and experienced, according to Herman F. Lehman, general sales manager, such "highly successful results" that more may be ahead. ■

G-E WILL PUT DISHWASHER EGGS in front-loading, drop-door basket when it shows new front-loaders to distributors in July, to dealers in August. At the same time, G-E will continue its traditional top-loading tub dishwasher models. ■

NORGE WILL BOOST AUTOMATIC DRYER PRODUCTION 17% in May, Chairman Judson S. Sayre has announced. "The increase will adjust production to meet current sales levels," said Sayre. The move also will increase employment at Norge's Effingham, Ill., plant. An additional observation from Sayre: "An increase in production of a domestic appliance is significant and marks a bright sign that the appliance industry upturn is imminent." ■

WATCH OUT FOR MAGNAVOX IN THE RADIO BUSINESS. Last year the company had only three table models. Look for 15 in the new line-up. ■

What's Next In No-Down:

Sears, Roebuck and Co. tossed a rock labeled "no down payment" into the credit pool 10 days ago and the water was ruffled by the responses of slightly surprised competitors at all levels.

Why did Sears act? The move was timed to budge consumers off dead center at the start of a big national sales season, to hit while the weather was improving, and, more importantly, when Sears' big spring mailings are going out. The "little catalog," a regular spring sales stimulus, carries bound-in flasher tags on the no-down announcement, indicating the lateness of the decision by the merchandising giant.

The competition reacted. Wards' riposte came so swiftly, it is obvious that a no-down decision was already in the works, and it is plain that Chicago's other mail-order giant was keeping close, perhaps undercover, tabs on "everybody's competitor."

Next big outfit into the swim was GECC, announcing elimination of the hitherto-required 10% down in dealer finance arrangements. The GECC move was quite frankly attributed to Sears' and Wards' announcements.

Everybody else stands pat so far, and some acceptance company execs were amused at the whole operation.

According to top-siders, dealers have been setting their own deals for a long time and will continue to do so.

Dealers use three ways to offer no-down deals, one exec said.

1—"Plenty of them put the discount down as the down-payment, which gives the customer a no-down deal and provides a little interest revenue to the dealer.

2—"There's the trade-in deal for a down-payment.

3—"With 60-day paper, what's to keep the dealer from giving the customer a 30-day open account and collecting a down-payment separately ahead of time?"

In Chicago, department store buyers were less than enchanted with the Sears-Wards ad splurge. "We've been doing that for years," screamed one man, "so what's so new with this?" Others pointed to Sears' long-time \$5 and \$10 down deals, asking, "So what's the difference between a fin and nothing? You think somebody who can't come up with \$5 or \$10 is a good deal at no-down?"

Once the initial agony was over, Chicago retailers admitted that the Sears move to no-downs would influence their promotions. Others saw an increasing use of "no money down" taglines, too, and furthermore, didn't find any way around it.

Here's The Breakdown On Stereo Radio Plans

Although no one was tooled up last week for FM stereo radio, an EM WEEK survey made it clear that:

- Set makers almost unanimously endorsed the Federal Communications Commission's decision on multiplexing (EM WEEK April 24, p 4).
- Most set makers had their theoretical engineering out of the way.
- Adapters and some table models (from General Electric and Granco, for example) will be on the market this summer.

The starting date for stereo FM broadcasting is June 1. And it seemed certain last week that while all FM stations won't be able to get on the air immediately, you can expect fairly fast action in major metropolitan markets.

First complete sets on the market will probably be stereo-FM-phono combinations. Why? Because multiplex FM can fit in present wooden cabinets, eliminating a tooling problem.

"Everyone will be in the business by fall," predicted William Lasswell of Motorola. "Consoles will be of prime interest since a higher percentage already have FM radio."

Here's what EM WEEK learned about manufacturers' plans:

Admiral: Two top-end consoles in 1961 line have provisions for multiplexing; new stereo line available at the end of May will also carry multiplex provisions.

Emerson: Probably will show samples within a few weeks, according to Benjamin Abrams, president. The company is working on multiplexing in both radio and console lines.

Granco: Will start with kit which consists of decoding system, amplifier, and speaker in cabinet to match present Granco FM and AM-FM sets. The kit will retail for \$19.95. The company will follow up with a line of FM and AM-FM (with automatic frequency control) models which will take an accessory extension speaker. Granco also plans a complete all-in-one two-speaker multiplexed table model AM-FM series in both plastic and wood cabinets. The price range: \$60 to \$90, according to Henry Fogel, president.

Delmonico International: Currently buttoning up its merchandise for the second half of the year, the company expects to include multiplexing in its imported radios and consoles. President Albert Friedman is now in Japan presenting standards to the factory there so that FM stereo can be incorporated in Delmonico's console line. Then Friedman will go to Germany to see what can be done with the table radio line.

Fisher Radio Corp: Has plans for a self-powered adapter to retail at \$89.50, hopes to have equipment ready to exhibit at Parts Show in Chicago at the end of May and expects to be in production by early June, according to James Parks, vice president for sales. The price will come down when the adapting equipment is directly incorporated into new tuners and receivers.

General Electric: Will be ready to supply radio sets and adapters for

FM stereo reception shortly after June 1. (G-E's radio receiver department originally planned to show an FM multiplex table model to a district rep sales meeting today, but decided to hold off.) The 1962 line of three-way combos will be adaptable and, with two exceptions, all G-E stereo console combos now on the market can be adapted.

Magnavox: The company has 22 radio-phonographs and stereo theater models in its current lineup equipped with multiplex switches and designed to accommodate adapters.

Motorola: First consoles should be out by Labor Day; table models probably in time for Christmas sales. Prices are still uncertain, according to William Lasswell, radio-hi-fi sales manager, because company "doesn't know how much tooling and production costs will be." Motorola will also have a conversion kit available, but again isn't sure of costs. Kit could run anywhere between \$35 and \$100, explained Lasswell, depending on "how good a job you're trying to do." In other words, the value of the equipment to be converted will be a major factor in adapters.

Olympic: Hopes to have multiplexing ready for its 1962 line show in Chicago during June, and to be in regular production by August. "Multiplexing will appear in FM portions of all our goods—combinations and stereo theaters," explained President Morris Sobin, who figures the new equipment will add another \$20 to retail list prices. Olympic will have adapters to take care of current inventory.

Philco: The company will announce its plans at its June 4-7 convention in Atlantic City.

Pilot: Will have an adapter by June 1. (All post-1958 company instruments have provisions for an adapter.) The next step: Incorporating the device into tuners and receivers, a move that will cut costs.

RCA Victor: Plans to market an adapter, possibly within 90 days. Most FM tuners in the company's stereo lines for the past two years have had multiplex jacks.

Stromberg-Carlson: Initially, will go the adapter route. But company has been anticipating final FCC decision for some time, has incorporated provisions for multiplexing in new "Young America" series.

Symphonic: Expects to have multiplexing equipment in its fall line, but hasn't yet figured project's costs.

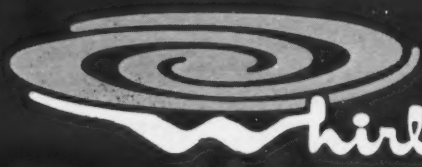
Westinghouse: The company's complete 1962 line of stereo combinations will carry provisions for multiplexing.

Zenith: Is ready to go right ahead, will be in market by "late in 1961," according to Leonard C. Truesdell, president of Zenith Sales Corp. Truesdell figures prices of units with multiplexing may be 25% higher, but he believes the increase should be less in consoles than in table models because of lower tooling costs.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

THIS IS A TRAINING TEAM

Here is one of the many Whirlpool sales training teams that logged almost a half million flight miles last year to conduct hundreds of "how to sell" clinics for appliance dealers and distributors. These teams are on the job to help you translate to the customer the high quality and wanted features built into each RCA WHIRLPOOL appliance. You are the man at the "point of sale" and we want to help you, not only with a quality product, but with the tools you need to sell it . . . thorough product knowledge and sound sales techniques. You see, we believe that quality performance is the product of many activities. And, we know that for our business to be good, yours has to be good, too.



Whirlpool CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

MAY 1, 1961

YOUR personal BUSINESS

Planning to paint your boat? With balmy days beckoning in the not-too-far-away future, chances are you're making plans to do a face-lift on last year's model.

If so, here are some do's and don'ts:

- **DO:** Make sure surfaces are free of oil and grease. Apply only as many coats of paint as necessary. Brush each coat evenly and thoroughly. Wait for undercoat to dry thoroughly before applying more coats. Paint surfaces frequently enough to prevent decay and deterioration. Putty all nail and screw holes or apply seam cement after you've applied a priming coat.

● DON'T: Use anything but the very best primers. Use paint and varnish remover and then follow immediately with a blowtorch when removing old paint. Varnish unless the weather is moderately warm (60 degrees Fahrenheit or above). Shake varnish or enamel, since that makes air bubbles.

▲ ▲ ▲

How do you treat advance rental on your income tax return? It's important for you—as a landlord or tenant—to know exactly how to list any advance payments you make.

Here are some general rules:

1—If you're a tenant and your lease calls for you to deposit a sum of money with your landlord—usually in payment for rent for the final month or year of your lease—this is considered advance rental. If you don't want to treat it as such, you can agree with your landlord for an exchange of payments. He then returns the amount deposited to you and you pay the rent when it's called for.

2—If you're a landlord, advance rental is income to you when you receive it. If you have collected advance rentals, and then sell the property, such rentals are usually turned over to the new owner and the sales price is adjusted to take them into consideration. In that case, the new landlord counts those rentals as income in the year of the purchase.

3—If your tenant deposits a sum with you solely as security for performance of the terms of his lease, it's not income. If, however, you can use the amount deposited for any other purpose (in addition to security) it's income. It's also income if you end the lease by agreement and you are allowed to keep the deposit for ending the tenant's liability under the lease.

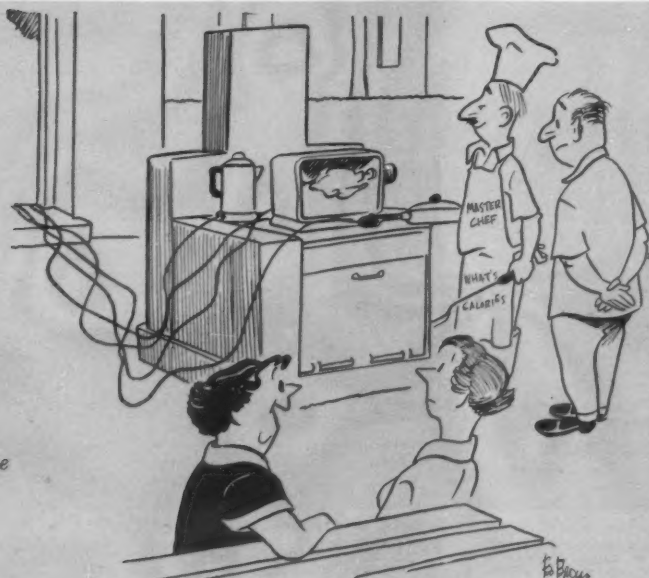
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If you buy land with a dilapidated building on it—and you intend to demolish the building—you may add the cost of demolition to the cost of the land. But if you get any money for the demolished building, your cost is reduced by what you receive.

If you don't plan to demolish the building when you buy the land, but later change your mind, you have a loss. Why? Because you've abandoned a useful asset. But if you make a lease with a tenant which stipulates that the building or a major part of it will be torn down, you won't be allowed a loss. Courts have held, in such cases, that demolition of the building is part of the expense of getting the tenant and the lease. It's not a loss or part of the cost of the property. You can only write it off (amortize it) over the period of the lease term.

▲ ▲ ▲

Fishermen take note: Colorado reports that some 16 million cold water fish, including five varieties of trout, have been planted in its streams and lakes for the May 20-Oct. 31 fishing season.



"Herb can't stand smoke getting in his eyes."

IT ALL STARTED WHEN...

A Wreck Held Up A Trip



Many famous names in the appliance industry got their start in fields completely apart from washers, dryers and electrical machinery. George Westinghouse is a case in point. In 1866, the young Vermonter was a passenger on a train that was delayed for several hours. The delay was caused by a collision between two freight trains. In those days, there was no central braking system. Westinghouse realized that if the engineers of the trains had had some means of applying brakes simultaneously to all the wheels, the accident might have been avoided.

He thought of several types of braking devices that could save lives: A brake attached to the coupling mechanisms; steam pressure to force a brake to engage. Both were tried; both were unsuccessful. Then one morning at the breakfast table, he read a magazine article describing the building of a tunnel in Mont Cenis, Switzerland, by the use of compressed air. This was his answer.

By 1868, Westinghouse had developed a compressed-air brake. He attached it to a locomotive and four cars and invited officials of major railroads to watch his "air brake" in operation. The test train steamed through a tunnel near Pittsburgh's Union Station. As it emerged from the tunnel, the engineer, Daniel Tate, saw a horse and wagon standing on the tracks. Panicked, the horse threw its driver into the path of the train. Tate twisted the brake valve—air screamed from the brake couplings, steel ground against steel and the train stopped four feet short of the unconscious drayman. The dramatic success of the experiment enabled the 23-year-old Westinghouse to begin business as head of his own air-brake company.

Within a decade, Westinghouse directed not only his brake company, but also a corporation manufacturing railway switches and signals. His interest in signals led him to look into other means of lighting—specifically a system of alternating electric current. (Edison had already established the Edison Electric Lighting Co. to sell direct current to private homes and offices.) Westinghouse assembled a group of scientists and engineers to study the merits of both ac and dc. The group decided that ac was easier and cheaper to transmit over great distances. They also designed a practical transformer to send ac between towns. In 1885, the Westinghouse Electric Co. was established and the battle between alternating and direct current was on.

In 1892 the Westinghouse Co. had its chance to prove itself and the merits of alternating current. It underbid the Edison General Electric Co. on a contract to light the Columbian Exposition in Chicago the following May, a project which would produce more electric light in one place than ever before. Edison pulled all the stops to prevent Westinghouse from proving his point. But when a patent-infringement case introduced by Edison failed in the courts, Westinghouse was in the clear.

Not only did ac light up the fair, but for the first time in history the public got a look at two new "gadgets" that were to change the habits of the nation—the first electric range and the first electric iron were unveiled.

ABOUT THE AUTHOR—The “story behind the product” has always fascinated Ben Leerburger, who as an assistant editor in McGraw-Hill’s “Product Engineering” is in a unique position to pursue the subject. For some years now, he has written a widely read column of historical anecdotes for his own magazine. It makes such fascinating reading that EM WEEK has asked Leerburger to do a similar column for this page once a month.

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AIR CONDITIONING

REPRINTS ON EM WEEK'S How to sell Air Conditioners article and air conditioner spec sheets still can be ordered from Reprint Editor. Each article (plus shipping) costs 50 cents; 100-500 copies, 35 cents; other prices on request.

MAY 1, 1961

That fabulous Gibson "extra" Jaunt to Jamaica!



You've heard the rumors, now here is the *fact*. Every Braniff Jet load of Panama bound Gibson Dealers will first stop at Montego Bay for Gibson's Jaunt to Jamaica!

This is the "extra" you expect from Gibson. In San Juan it was the trip to St. Thomas.

In Hawaii it was the trip to Kauai. This year, on your way to "Discover Panama with Gibson," you'll enjoy a glorious bonus stop-over in the country club atmosphere of the Royal Caribbean Hotel and Sea Club. Gibson's Jaunt to Jamaica — swimming, boating, exotic food, exciting beach-front shows, luxury rooms — *then on to Panama!*

And, the best news of all — if you have qualified for Panama, *you are automatically qualified for Jaunt to Jamaica!*

*You deserve some
fun in the sun with.....*

Gibson

Gibson Refrigerator Sales Corporation, Greenville, Michigan, A subsidiary of HUPP Corporation

REFRIGERATORS • FREEZERS • ELECTRIC RANGES • AIR CONDITIONERS • DEHUMIDIFIERS

Only Philco gives you these firsts

A NEW COMPACT 19 PICTURE THAT'S AS MUCH AS

25% BRIGHTER

...even many consoles are pale by comparison!



Brand new 1962 Compacts and Portables are here from Philco, featuring new Photo-Perfect pictures with up to 25% more brilliance. It's the biggest news yet for second set buyers who want top performance plus versatility and portability.

New!
COOL
CHASSIS

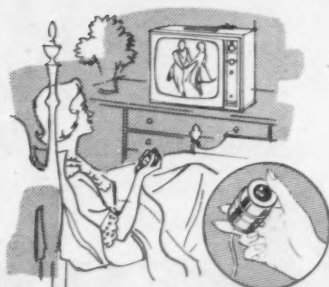
with greater
air-flow cooling

New! RESERVE POWER
BEAM BOOSTER CIRCUIT

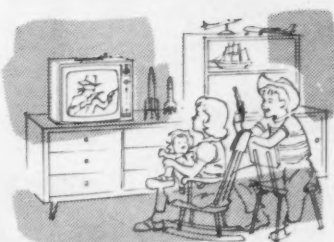
New! AIR-FLOW SOLID
COPPER CIRCUITRY

The proof is in the picture of the new advances in Philco Compact 19 TV. New circuitry dramatically increases brilliance and contrast by concentrating and increasing in power the picture painting beam and focusing it with pinpoint accuracy. Result: not only new brilliance but also extra reserve power that preserves picture quality as the set grows older.

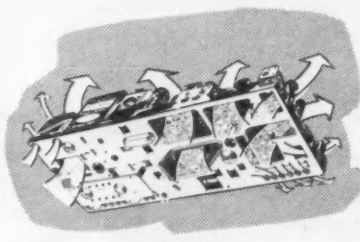
WORLD'S MOST VERSATILE TV WITH BIG SET PERFORMANCE



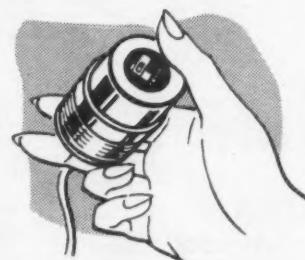
NEW! Advances in performance plus Philco Remote Control make bedroom televiewing even more enjoyable. Philco gives you the sales ammunition to cash in on this fast-growing market.



NEW! Philco Compact 19 TV features front tuning and front sound, so it's perfect where space is limited. For 1962, most models come with convenient carrying handles.



NEW! Philco Cool Chassis has increased air-flow cooling to beat TV heat. Plus Solid Copper Circuitry—just like in satellites—and new Cool Chassis tubes... up to 6 times more reliable.



NEW! Both Compacts and Portables are now available with Philco Remote Control. Turns set on and off, changes channels. It's the big value "plus" second set buyers are looking for.

to take over the second set market

A NEW BRIEFCASE 19 PORTABLE THAT'S AS MUCH AS

35% LIGHTER

than other
so-called portables



Philco Briefcase 19 TV is the world's most portable portable with new rectangular picture. It's travel light—weighs only 35 pounds compared to some so-called portables that weigh between 50 and 60 pounds. It's fashion right—only 12½ inches thin.



NO
BULGE!



NO
BULK!



NO BUNK
...it's truly
portable!

New brighter picture rivals consoles

Increased video drive boosts the beam that paints the picture on the screen. Advanced Automatic Picture Pilot perfects the picture 15,750 times a second. Combined with other advances, now in Briefcase 19 TV you get a Photo-Perfect picture that rivals consoles!

TRANSISTOR SALES DYNAMITE FOR SPRING!



T-61 Features galore! Handsome 6-transistor portable plus Sur-V-Lon case, private listening ear speaker and 2 penlight batteries in gift box.



T-88 Fine camera styling and powerful 8 transistor chassis with 2½ inch speaker, slide rule vernier tuning, lift-up handle, ivory or ebony case.



T-803 Tan Sur-V-Lon case with handsome brass trim. 8 transistors, big 4 inch speaker, vernier tuning. Plays on 4 standard "D" flashlight batteries!

EVERY PHILCO RADIO & TV COVERED BY TOTAL SERVICE GUARANTEE

at no extra cost to your customer!

The Philco 90-Day Total Guarantee is your Number One sales clincher. Covers parts, tubes, and service labor. Most important of all, Philco has the nationwide organization to back it up, with 30,000 Philco Factory Supervised Service members.

NEW PRODUCTS
OF SPACE AGE
RESEARCH FROM

PHILCO



Famous for Quality the World Over

To introduce new Philco Compact 19 and Briefcase Portable 19 TV for Spring '61 selling

HERE'S A HOT PHILCO TRAFFIC BUILDER!

Now you can give your customers this \$129
Retail Value

COLUMBIA'S "COLLECTOR'S ITEM" LP ALBUM

for Only

25¢

Just for witnessing a new Philco Portable or Compact TV demonstration!

Album made exclusively for Philco and available only at participating Philco Dealers

GREAT MOMENTS IN SPORTSCASTING



PHILCO Famous for Quality the World Over

RELIVE some of the most memorable moments in sports!

HEAR segments from history making broadcasts... great moments in BASEBALL BOXING FOOTBALL HORSE RACING TENNIS TRACK

A PHILCO EXCLUSIVE
retail value \$129

HEAR THESE MEMORABLE HIGHLIGHTS:

- ★ BABE RUTH'S FAREWELL ADDRESS
- ★ KNUTE ROCKNE'S PEP TALK TO HIS TEAM
- ★ WAR ADMIRAL-SEABISCUIT RACE
- ★ DEMPSEY-FIRPO 1923 FIGHT
- ★ DON LARSEN'S 1956 SERIES NO-HITTER
- ★ AND MANY MORE THRILLS!

★★★★★ NATIONALLY ADVERTISED IN ★★★★★

SPORTS ILLUSTRATED

Full page advertisements announcing this offer appear May 22, June 5 and June 19



★ WINDOW STREAMERS ★ IN-STORE DISPLAY
★ NEWSPAPER MATS... NOW AVAILABLE!

TIE IN! Your supply of records is waiting for you at your Philco Distributor. **CALL HIM TODAY!**

PHILCO



Famous for Quality the World Over

ELECTRICAL MERCHANDISING WEEK

PEOPLE IN THE NEWS



Shelton
of Norge

Sylvania—Gene K. Beare was named president of the company, a subsidiary of General Telephone and Electronics Corp. He succeeds Robert E. Lewis, who resigned to become president of Perkin-Elmer Corp. Beare was president of GT&E International.

Maytag—W. Wayne Roberts was named regional manager to serve dealers in 13 counties of northern Texas for Maytag Southwestern. He had been staff marketing assistant at the company's headquarters in Newton, Iowa.

American Motors Corp.—William C. Dean became midwest regional manager for the company's ABC laundry appliance division. Dean was associated with Easy Laundry Appliances as a regional manager. He joined ABC from Zenith Radio Corp.

DuMont Emerson Corp.—Alvin Barshop, sales manager of the company's Granco division, has been named sales manager of the newly acquired Telectro division. He will fill both posts simultaneously. Robert A. Cohen, former eastern regional sales manager of Telectro, was appointed assistant sales manager of the Telectro division.

Norge—E. E. Shelton has been appointed national wringer washer sales manager. He will be responsible for the development of wringer

washer marketing programs with the company's 87 distributors. Shelton held similar positions with the Philco Corp. and Speed Queen. James J. Loney was appointed western field sales manager. He previously was a district manager in the Midwest.

Proctor-Silex Corp.—Jack Kory was appointed New York district sales manager. He was district sales manager for the company in Boston.

Casco Products Corp.—The following were named regional sales managers of the company's Lady Casco division: Tony Burns, Louis A. Farquhar Jr., Charles B. Mitchell, Patrick L. Miller, John G. Paxton, Wilfred Richter, Vernon Sanborn Jr., Townsend Wheeler, Thomas R. Walton, Louis C. Sarelás, Charles F. Bailey, John W. Archea, Jerry Doyle, Alexander Cameron Jr., Neal Barry, James DeGroom, Thomas Parrish Jr., Henry Bergman and Anthony Lowe.

Phono-Trix—Joseph M. Silver was named director of field sales for the company's portable tape recorders. Phono-Trix is a division of Matther Stuart and Co., Inc. Silver was formerly sales manager of Roland Radio Corp.

Corning Glass Works—Amory Houghton, U.S. ambassador to France for the past four years and Corning's board chairman since 1941, was elected chairman of the executive committee. William C. Decker succeeds him as chairman of the board. Amory Houghton Jr. was elected president. He is the fifth generation of the family associated with the business since its establishment in 1851.

Raytheon—James W. Proctor Jr. was named California district manager of the company's distributor products division. Proctor was sales manager of Diamond National's wood products division.

What To Expect From The FTC

CONTINUED FROM PAGE 3

Previous to that, Dixon was a Vanderbilt U. football star, a U. of Florida coach, an FTC lawyer and a Navy combat officer. After the war he returned to the FTC.

His "get tough" attitude is evident whenever he speaks. For example, he told one group:

"False advertising swings two clubs. One on consumers, the other on reputable and law-abiding businesses. The impact on consumers is obvious. They get gypped.

"What is not as quickly appreciated is the effect of the other club. Its injury is less obvious but no less serious. False advertising becomes a monopolistic weapon as vicious as any other.

"Either way you look at it," he continued, "from the standpoint of unfair competition or as an unfair and deceptive practice, false advertising will not only continue to be a major target of the commission, but heavier, faster-firing guns will be brought to bear on it."

And while welcoming efforts at self-policing, Dixon concluded that voluntary compliance can "also be employed as a delaying tactic or an escape hatch."

Dixon will get help in what has been described as "a moral as well as a legal crusade against commercial deceptiveness" by the new administration. And retailers will not be spared, Dixon told a recent meeting of NRMA.

Both Commerce Secretary Luther H. Hodges and Senator Philip A. Hart (D-Mich.) have taken up the banner (EM WEEK, April 17, pp 2, 4).

Hodges is gathering a committee of labor, business and educational leaders to lay down an ethical code for all American businessmen.

Hart will chair a subcommittee to deal specifically with retail use of deceptive packages, labels, slogans and price advertisements.

Dixon's impact on your industry so far has been pointed. He has been mentioned in several talks by industry leaders since he took office.

One of the most recent was delivered by Homer L. Travis, vice president-sales, Kelvinator, to AHLMA members (EM WEEK, April 24, p 8). Noting that Dixon's promise is a quick cleanup, Travis urged members to step up their program of enforcing AHLMA's own code.

What this means to you is that not only Dixon, but individual manufacturers will bring more pressure to bear. Dixon's weapon: Fast legal action. Manufacturers' weapon: Withholding your co-op allowance.



here's how he builds CUSTOMER CONFIDENCE

*...in his firm, in the
refrigerator he services*

He's building customer confidence by doing the job right, using his specialized service knowledge; by the genuine FSP parts he's using to repair this RCA WHIRLPOOL refrigerator; by the care he's taking, and by his neatness and tact.

And, he's found that more and more customers appreciate and even insist on getting the "real thing". Experience has proved to him that FSP parts cost less in the long run because they fit right, work right, last long—and help avoid those confidence-robbing, profit-stealing call-backs. FSP parts are available through RCA WHIRLPOOL distributors everywhere.



Factory Specification Parts for

Whirlpool

HOME APPLIANCES

meet the toughest specifications in the industry

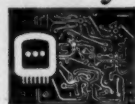


Service Division, Whirlpool Corporation, St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

THINMAN 19

It's here! . . . the "profit-maker portable" for 1961! All new inside and out! Slim, trim and remarkably light in weight, yet it contains all of Admiral's famous quality features! Exclusive new Admiral Automatic Contrast Restoration adds exciting new picture realism! Admiral's miracle triple-triode Compactron tube in a great new Picture Guard Circuit provides maximum fringe stability, ultra-noise immunity! The most saleable portable ever—now yours from Admiral, maker of America's first, finest and most quality-proved 19's!



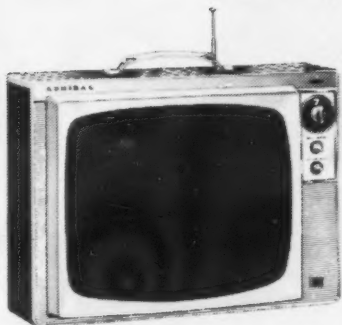
\$169⁹⁵*

New Thinman 19" Portable TV

Gives you more to sell . . . gives you more margin of profit! Never before such quality, features and performance in a truly lightweight portable at only \$169.95! New Super-Signal Turret Tuner brings in distant stations sharp and bright. Exclusive new Automatic Electron Focus Control. New cool "Air Space" chassis. 5-Year Written Warranty on precision etched circuit board. *Shown above:* The Thinman Custom, P900 Series, in Sand Beige and White or two-tone Dove White finish on metal.

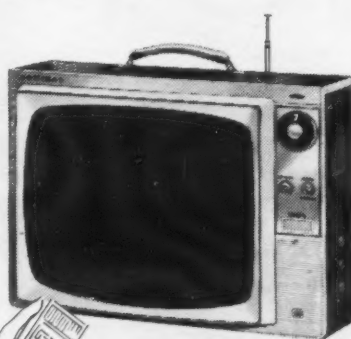
THE MOST COMPLETE
LINE OF 19's
IN THE INDUSTRY!

9 models in 18 colors and
finishes make it the most
profitable line
you can handle!



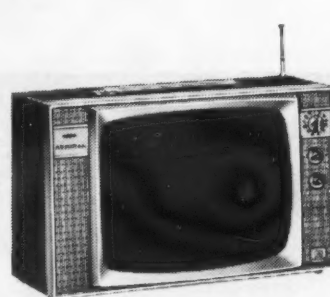
NEW DELUXE 19" PORTABLE TV

The Thinman Executive, P910 Series—slim, leather-grained plastic cabinet in White and Cardinal Brown, Forest Green or Cadet Grey.



2-BUTTON SUPER SON-R 19" TV

The Deluxe Sportsman, in Cardinal Brown and Beige (PS921) or beautiful two-tone Forest Green (PS925) leather-grained plastic finish.



NEW ADMIRAL 19" TABLE MODEL TV

The Spectator, P930 Series—in Aztec Brown or Willow Green finish on metal. Model T930, without luggage-type handle, in Charcoal.

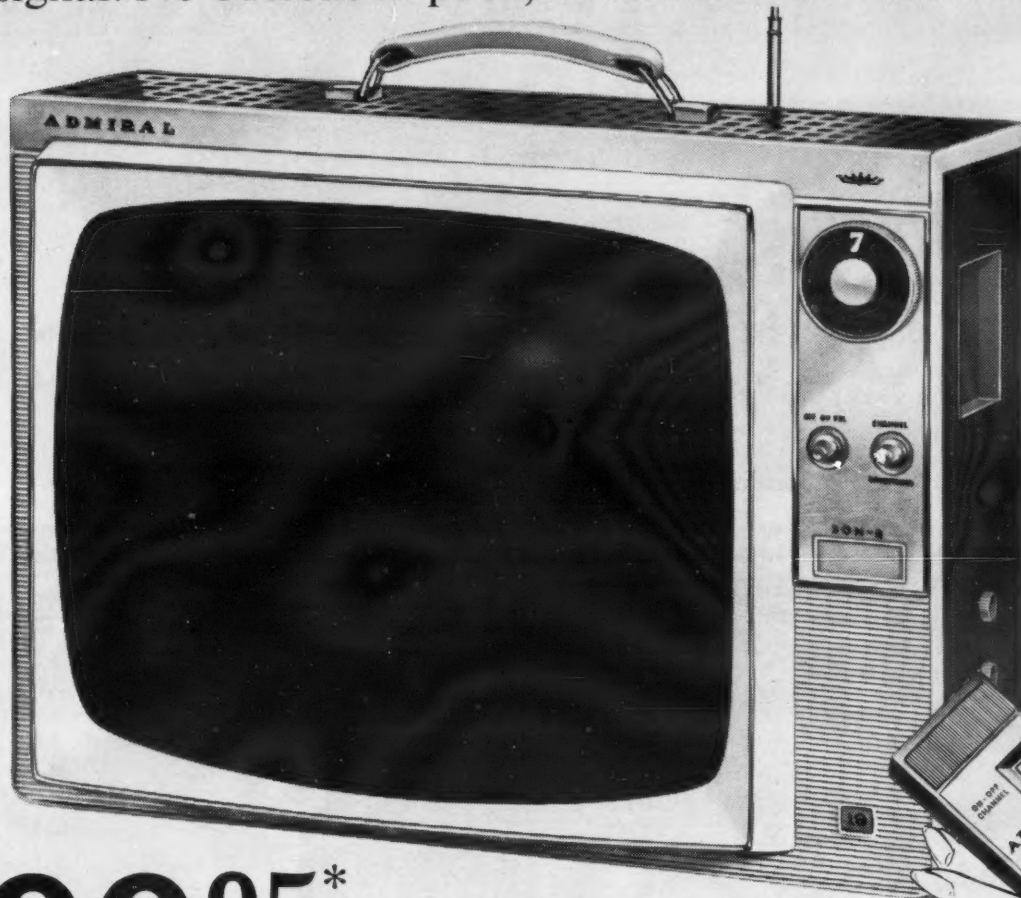
**Sell Admiral—the
finest quality and fastest
selling 19" line!**

MARK OF QUALITY



THROUGHOUT THE WORLD

SUPER SON-R 19 The first 19" portable with wireless remote control at the "magic price" of \$199.95! A true, luggage-light 19 that weighs 20% less than other so-called "portables!" Sound out front! All new from top to bottom! And Admiral's Super Son-R® not only turns TV on and changes channels—it also turns the TV completely off! Unlike other remote controls, *no tubes are left burning inside the set!* Miracle Control Center in the TV stays on constant alert, ready to receive Super Son-R® signal! No buttons to push, no knobs to turn at the set ever!



\$199⁹⁵*

New 19" Super Son-R Portable TV. Here's the portable TV that has everything! The world's most convenient remote control! Exclusive Automatic Contrast Restoration! New Admiral Picture Guard Circuit with amazing new triple-triode Compactron tube! Illuminated channel indicator. New Long-Range Turret Tuner. *Shown above: The Courier, Model PS928, in Cadet Grey and White leather-grained plastic finish.*

119" overall diagonal, 172 sq. in. viewable area

*Prices slightly higher some areas.

**Pronounced SO-NAR



NEW REMOTE CONTROL 19" TV

The Viceroy, PS940 Series—in rich Charcoal finish, Mahogany grained vinyl or Dover White linen on metal. Deluxe finished back.



NEW 19" CONTEMPORARY LOWBOY

The Leland, C950 Series—in beautiful Mahogany or Blonde Oak grained finish on hardboard.



EARLY AMERICAN 19" TV LOWBOY

The Parkson, Model C969—in rich Cherrywood grained finish on hardboard. Detachable legs.



NEW 19" DANISH MODERN LOWBOY

The Allison, Model C971—new decorator-approved original in genuine Walnut veneers and hardwood solids.

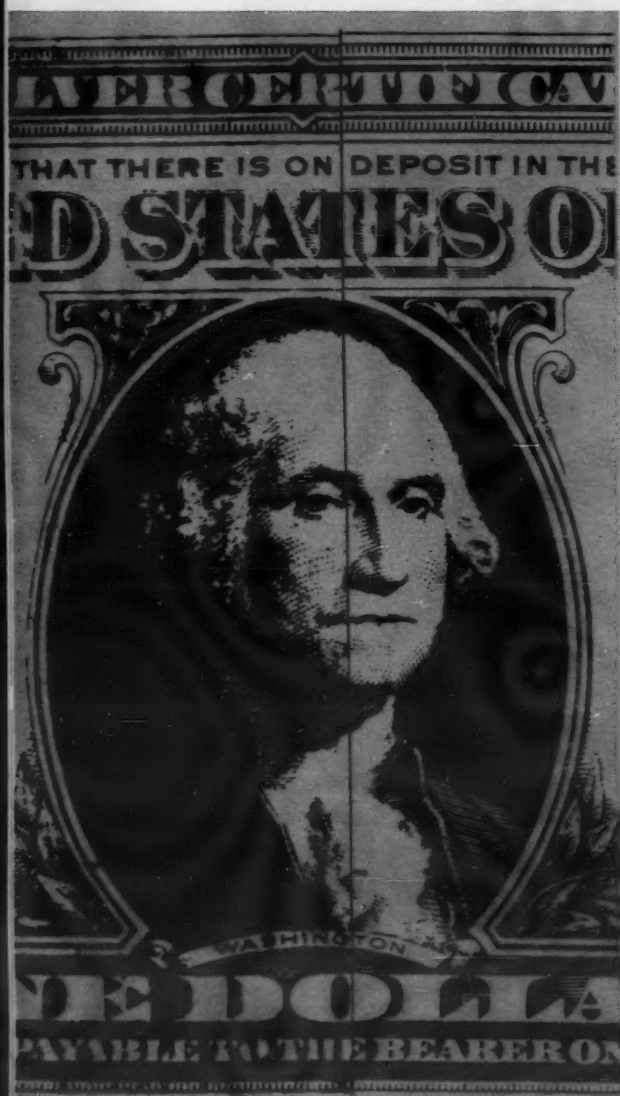
ADMIRAL®



Foggy background in the portrait of Andrew Jackson and irregular serial numbers are give-aways in this expert—but criminal—replica of a \$20 bill.

DEALERS BEWARE:

Watch Out For Phony Money



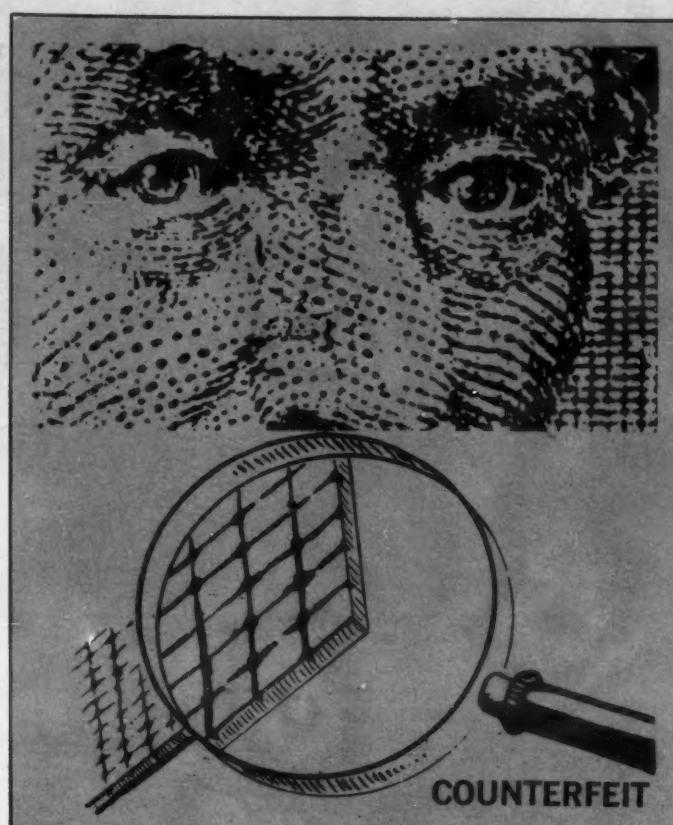
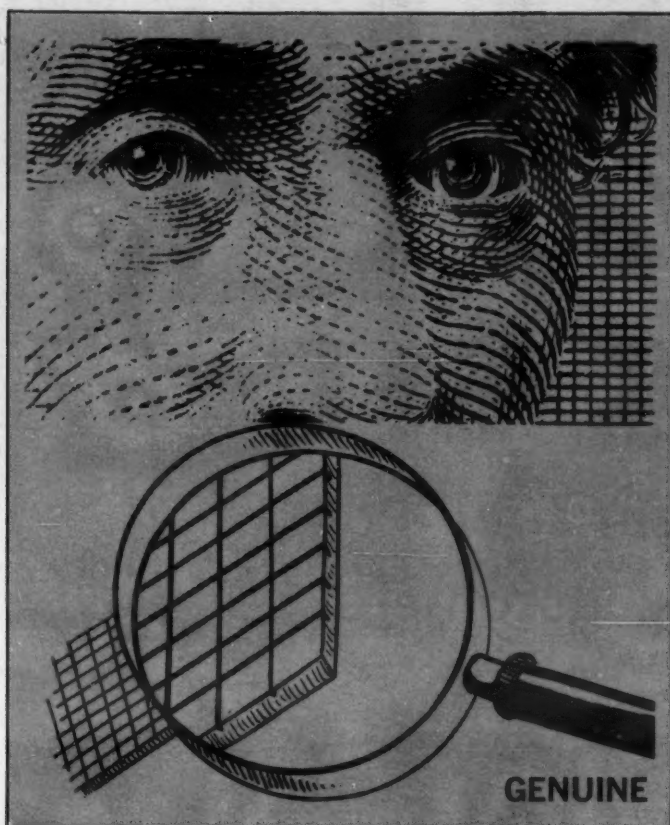
Blurry lettering distinguishes the fake dollar bill (left) from a real one, which can be exchanged for a dollar's worth of silver on demand. Also, the lines on Washington's coat are too thick and not distinct. A direct comparison such as this makes it easy for a dealer to spot a phony bill before he has taken it and given either merchandise or change in return.



Sloppy etching is the clue in this contrast between a good dollar bill (top diagonal) and a counterfeit one. Notice that the fish-net lines surrounding the figure "1" are clear and sharp on the genuine, while on the counterfeit, they are broken and messy. Most counterfeit bills are printed so badly that defects such as the ones shown here can be easily detected.



Messy lines in a bogus portrait of Hamilton are seen in comparison with a genuine \$10 bill (right). One easy way to test a suspected fake bill is to crease it through the middle of the portrait and compare it closely with a bill you know is good. The portrait on the bad bill is generally darker than on the good one, particularly in the background and in the air.



What The Secret Service Thinks You Should Know About Bad Money

You're the one who's stuck if you accept one of the phony \$20 bills (and there's \$100,000 worth of them) now circulating in the nation's money stream.

Banks won't redeem it, and if you try to spend it, you're subject to the same penalty as a counter-

feiter—15 years in jail and a \$5,000 fine.

Secret Service agents smashed the ring that printed the bad twenties, and it catches most—but not all—of the bogus currency before it gets into circulation. But, the ones that slip through are an expensive headache for all.

How You Can Detect Bogus Currency And Bad Bills—

Retailers can and often do help break up counterfeiting rings, says the Secret Service. Not infrequently, a merchant has held a bad-bill passer at gunpoint until police arrived. However, officials don't recommend this practice.

The Secret Service asks for alertness, not heroics. Get a good description of the passer of a suspected bill, and, if possible, a description and the license number of his car. Then notify the police or nearest Secret Service office immediately.

Follow These Rules To Detect Bad Money:

1. Know your money. Study good bills so you'll be able to spot bad ones.
2. Compare suspected bills with genuine ones of the same denomination.
3. Remember: Green ink can be rubbed from both good bills and bad.

4. Consult an experienced money-handler or police officer to make sure, if you are still in doubt about a bill.

5. If you get a counterfeit bill, write your initials and the date on it.

Study the genuine. In a good bill, the portrait stands out distinctly from the oval background. The eyes are lifelike and the background of the portrait is composed of a fine screen of regular lines.

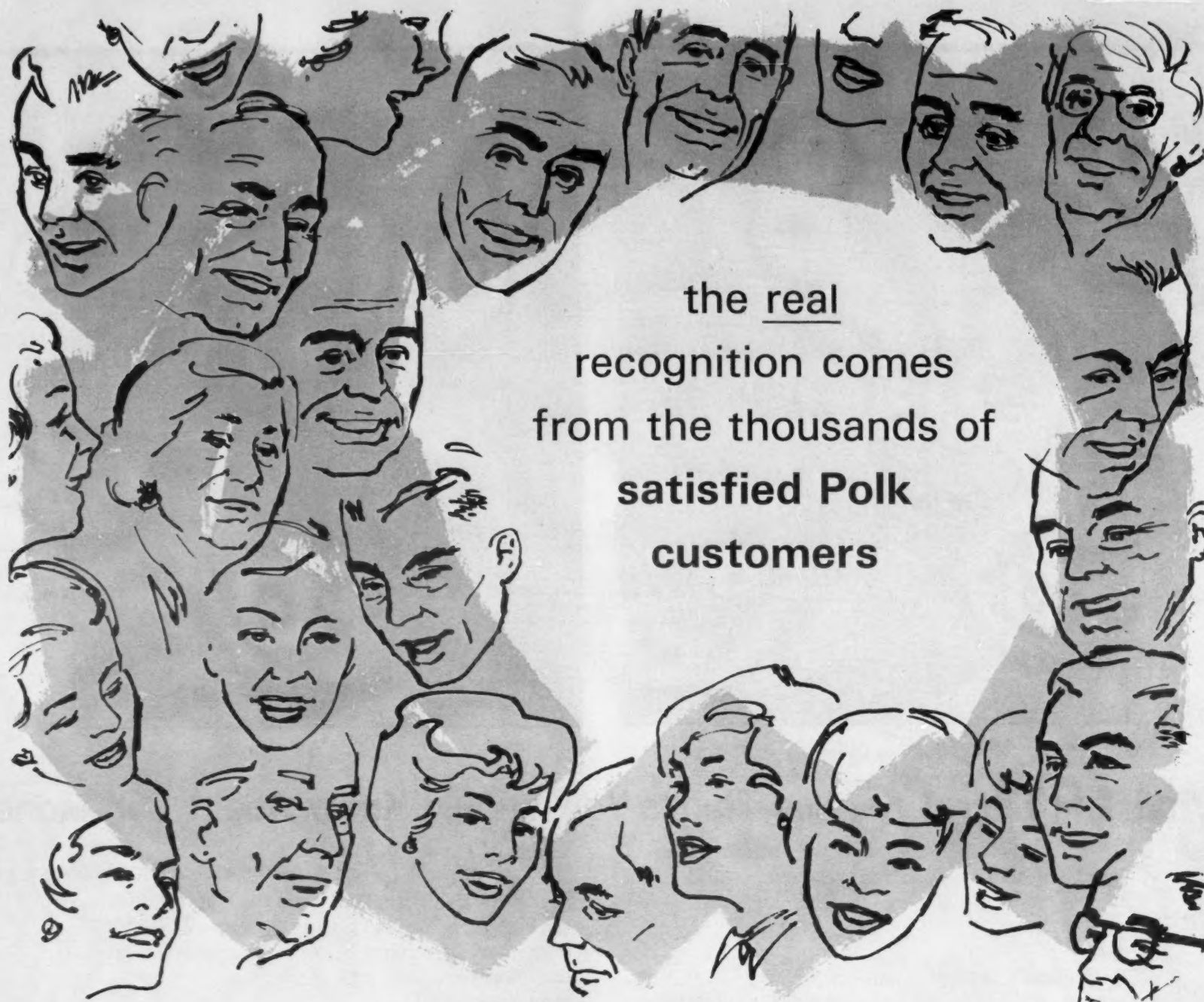
The seal in a genuine bill has even and sharp saw-tooth points around the rim, and the serial numbers are firmly and evenly printed and well-spaced.

One of the most distinctive features of a genuine bill is the paper on which it is printed. It has a parchment-like feel and tiny red and blue threads scattered throughout.

Examine the suspicious. The portrait on a counterfeit bill is dull, smudgy or unnaturally white and scratchy. The oval background is usually dark, with irregular and broken lines. And the portrait tends to merge into the background.

The seal in a counterfeit bill often has broken or uneven saw-tooth points around the rim and the serial numbers are poorly printed, badly spaced and uneven.

And don't forget—just about the simplest detection rule of all is perhaps the one most often overlooked by persons handling money: Know which face appears on what denomination bill. Some clever counterfeiters raise the denomination merely by changing the numbers in the corners and on the face of a bill, leaving everything else intact.



the real
recognition comes
from the thousands of
satisfied Polk
customers

...but let us add our congratulations to the
"Brand Name Retailer-of-the-Year"!


Selection of Polk Brothers as "Brand Name Retailer-of-the-Year" is an honor well earned, and recognition of what their customers have known for years . . . that here they can see and choose from the famous national brand names they know and trust. Whirlpool is proud to have sponsored Polk Brothers in this annual competition, and is doubly proud because this leading appliance merchant *selected* us as sponsor.

Three of the five top appliance winners selected Whirlpool sponsorship, and we take this opportunity to say "well done" to Appliances by Gracie, Springfield, Mo.; Britts, Inc., Orlando, Fla.; and Klingensmith Hardware, New Huntington, Pa. Sponsorship of the top winner for two consecutive years tells us that our investment in development of Brand Name dealers through the Brand Names Foundation is indeed a worthwhile project.



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

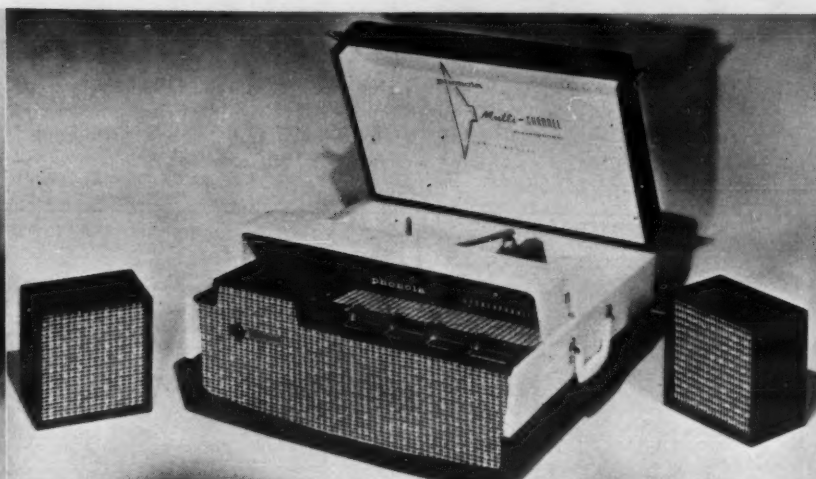
Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America

new products

PHONOLA: 1961 Line Features Two Models With Reverberation



PHONOLA REVERB MODEL 2561



PHONOLA REVERB MODEL 1961



PHONOLA MODEL 2460 AM-FM PHONO RADIO



PHONOLA MODEL 2261 TRIPLE-SOURCE STEREO

Fourteen new models are in the Waters Conley 1961 phono lineup; two feature reverberation.

Nos. 2561 and 1961 stereo hi-fi automatic phonos have reverb unit that drives signal from left channel; delayed, amplified and feed back in right channel power tube. No. 2561 has 8-in. main unit speaker, 6-in. speakers and 1 3/4-in. whizzer cones in remotes. Antique white and bronze leatherette cabinet. No. 1961 triple-source stereo sound has 6-in. speaker in main unit, 5 1/4-in. speakers in remotes. Bronzestone and ivory plastic leatherette. **Nos. 2761 and 2961**, stereo hi-fi AM-FM consoles, each have 10-in. center speaker, 6-in. speakers with right and left 1 3/4-in. whizzer cones.

No. 2261 triple-source stereo has 8-in. main cabi-

net speaker, 6-in. speaker and 1 3/4-in. whizzer cone in remotes. Smoked grey; silver tweed.

No. 2460 stereo hi-fi AM-FM phono-radio has 6-in. bass speaker in main unit; 5 1/4-in. speakers plus 1 1/2-in. whizzer cones in remote 2-tone grey with gold, with French grey banks.

No. 4459 stereo hi-fi automatic has 9x6-in. Alnico V speaker in center; 5 1/4-in. speaker plus 1 5/8-in. whizzer cone in remotes. Scotch mist grey and antique white cabinet.

No. 1461 stereo automatic phono has 5 1/4-in. speaker in main unit and 4-in. speaker in each remote. Triple-toned case in charcoal grey, off white and golden glitter orange.

No. 1361 stereo automatic portable has 2 4-in.

speakers, one in main unit, second in remote. Apple green and white plastic coated case.

No. 1761 automatic stereo hi-fi has 6-in. speaker in main unit; 5 1/4-in. speakers in remotes. Platinum and ivory leatherette.

All models have turnover diamond and sapphire needles, multi-channel hi-fi chassis with stacked channels built as one. Some have 45 spindle standard.

Other models include No. 4560 audio visual education stereo phono; No. 761, Phonola-Matic duo-fi phono; No. 561, duo-fi portable phono; No. 151, 4-speed phono; No. SM57 spring-wound phono. **Prices:** reverbs \$129.95 up, others \$19.95 to \$199.95. Waters Conley Co., Inc., Rochester, Minn.

MOTOROLA Introduces Transistor Line

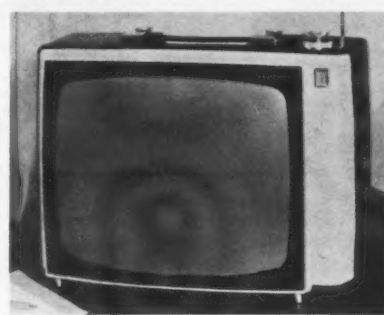


The new 8-battery-powered transistor radios introduced by Motorola all stress compact design. Line is divided into 3 groups: 3 miniature, shirt-pocket or handbag size portables; 3 slightly larger pocket receivers featuring improved sensitivity; 2 personal portables contain oversized ferrite antennas, and speakers up to 4-in. diameter.

All have earphone jacks, built-in Placir board. Motorola Inc., 9401 W. Grand Ave., Franklin Park, Ill.

RCA Announces TV Portables & Tuner

Three new 19-in. low-priced RCA portable TV sets feature RCA "New Vista" tuner, picture stabilization circuits, balanced fidelity FM sound and RCA security sealer circuits. Full-picture 19-in. tube has 172-sq.-in. viewable picture, with RCA chemical fuse. The economy-priced Trimetter features Sportabout chassis; Travel-Mate has 20,000v picture power; Urbanite features 2 speakers. Radio Corp. of America, 30 Rockefeller Plaza, New York 20.



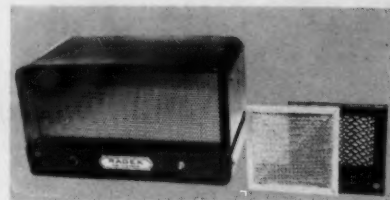
new products

CONTINUED

LECTRIC-AIRE Air Cleaner

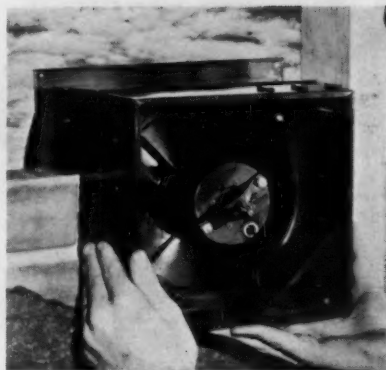
A combination negative ionizer generator and portable air cleaner is introduced by Radex. Its function is to provide a safe, constant, controlled source of negative ions and at the same time, rid room air of airborne dust, dirt, soot, smoke, odors and other contaminants.

Specifically designed for use in homes, offices, clinics, professional waiting rooms, it is completely portable and easily carried from room to room. Negative ionizer generator consists of atomic age metal tritium and a 1000v dc current power pack, together with a powerful fan, mechanical aluminum, washable filter



and an activated charcoal filter are integral parts. These components are encased in a table-top cabinet.

Flip of switch begins operation of the air cleaner. Air is drawn into back of unit. As it is drawn in, it first passes through aluminum filter; cleaned air then passes through activated carbon filter for removal of all kinds of room odors, smoke, gases, smog. Freshened air is then circulated throughout the entire room. **Price, \$99.50, Radex Corp. 2076 Elston Ave., Chicago.**



EMERSON-PRYNE Exhaust Fans

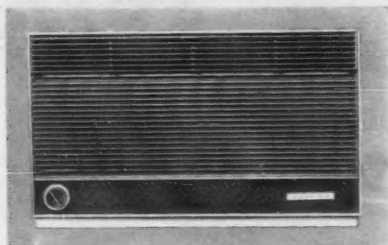
Seven Emerson-Pryne exhaust fans in a square design that simplifies and cuts installation cost and improves efficiency are announced by

the Emerson Electric, Builder Products Group.

Designed to take advantage of the fact that most construction is based on square angles, these new square exhaust fans mount easier against a stud or joist and simplify job of laying brick or block around fan housing.

Improved air movement is achieved through use of a venturi and larger opening. Air is immediately available to blades providing more cfm. Advanced axial-flo blade design increases efficiency. Wall fan version has a new patented damper arrangement, designated Tenso-matic shutter, that eliminates backdrafts and annoying "shutter flutter." Both side-wall and ceiling fans are available.

Prices from \$16 to \$27. Emerson Elec. Co., Builder Products Group, 8100 Florissant, St. Louis 36.



CARRIER Air Conditioner

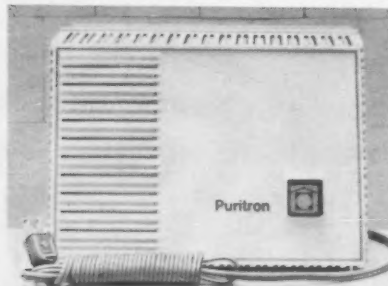
The Cavalier is a 230v unit which delivers 9,600 Btus per hr. A Raymond Lowy-styled unit, it is 14 in. deep, 16 in. high, 26½ in. wide. A single airflow control permits air to be directed straight into room. Features radiaz fan, rubber fan mountings, internal fiberglass blanketing. Unit can be removed from window without removing sealed-in mounting cradle. **Carrier Corp., Syracuse 1, N. Y.**



GIBSON Adds Air Conditioner

Model No. B1110-2 air conditioner features 11,000 Btu capacity, Air Sweep, fresh air and exhaust, germ killing filter, galvanized steel construction. It has a 2-speed fan, automatic thermostat, constant cool control, 230v slide-out chassis.

Price: \$219.95. Gibson Refrigerator Sales Corp., Greenville, Mich.



PURITRON Bathroom

The Puritron electronic bathroom unit works without outside vents or exhaust fans. The size of a table radio, the white-grey pushbutton model is designed to stand or be mounted.

Price: \$29.95. Puritron Corp., 15 Stiles St., New Haven, Conn.



Step-Van 7 ▲



Corvan ▼



Forward Control Chassis with Custom Body ▼



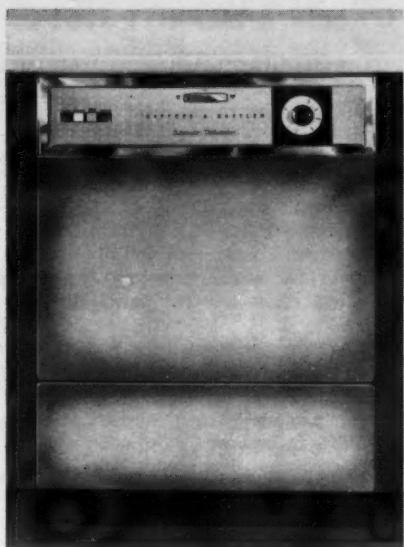
Step-Van ▼



GAFFERS & SATTLER Dishwasher

An automatic built-in dishwasher-dryer, added to Gaffers & Sattler appliance line, comes in 2 models: Supreme and Custom. Both feature 2 power washes, 4 power rinses and fan-forced power drying.

The units, 24½x24x24 in., are easily installed under kitchen counter. Loading from side leaves counter top free; upper racks revolve, pull out, turn, move up and down to accommodate large objects above or below. Features include plate warming control, automatic pump drain, motor overload protector, child "safe safety" switch, safety overflow switch. Supreme has sparkle rinse injector, pushbutton control and heated rinse. Gaffers & Sattler, 8111 W. Beverly Blvd., Los Angeles 48.



GENERAL ELECTRIC "Thin-Wall" Freezer

First General Electric freezer with new "Thin-Wall" foamed plastic insulation is a compact budget-priced model 28 in. wide with a capacity of 12.2 cu. ft.

New insulation allows use of thinner freezer walls, increasing interior freezing space.

Inside this straight-line design are 4 prime freezing surfaces of solid refrigerated shelves that give total contact with packages to assure quicker freezing; adjustable and removable door shelves are easily adjustable for spacing desired; a 9-position temperature control and magnetic safety door. White with yellow interior and turquoise accents. General Electrical Co., Appliance Park, Louisville, Ky.



TIGHTWADS!

(They know how to hang on to your delivery dollars)

You'll find that any Chevy delivery panel is a tightwad to the core. A born nickel-nurser with famous 6-cylinder power that never stops nipping at fuel and maintenance expense; a tough pennypincher that stays on the job with fewer repairs. And Chevrolet gives you a lot of these thrifty panels to choose from—18 models in all, including Corvans, Step-Vans, Step-Van 7's, conventional panels and Forward Control chassis models. Below are some of the details on each basic type. For the full story on the one model that best suits your job, see your Chevrolet dealer!

NEW CHEVROLET STEP-VAN 7. It's route-ready, roomy and rugged—just right to hold down costs on hustling door-to-door deliveries. With its ideal size, reserve of economical power, rugged build and velvet-smooth ride, the Step-Van 7 offers profit-producing efficiency that's unmatched by any other truck of its type. You get 211 cubic feet of load space, astride an easy-handling 102-inch wheelbase, powered by the famous gas-saving 135-hp. Thriftmaster 6. And this ideal combination of working ability and thrift teams up with Chevrolet's road-smoothing Independent Front Suspension—an advancement that saves truck wear, reduces maintenance, cargo damage and driver fatigue.

CONVENTIONAL PANEL. Here's big payload capacity plus tough-truck build—everything it takes to do a better day's work more economically. These are king-sized panels, with up to 231 cubic feet of cargo space (and they'll carry loads as heavy as 3,000 lbs.). Bodies go up to 10½ feet in length and G.V.W.'s go up to 7,800 lbs. They're easy-working panels, too. Low floor height makes loading a snap; high, wide rear doors, equipped with telescoping door checks, help you pile in roof-high loads with minimum effort. And there are all the benefits of Chevrolet truck Independent Front Suspension, plus the work-proved economy of the famous 135-hp. Thriftmaster 6 engine. (Husky, power-packed Trademaster V8 is optional at extra cost.)

CORVAIR 95 CORVAN. It's Chevy's new rear-engine wonder; a truck that puts a new kind of efficiency on any delivery job it tackles. The nimble 95-inch wheelbase makes maneuvering a breeze; and thanks to 4-wheel independent suspension, bumps have never

been less bothersome. There's a big 1,800-lb. payload rating and a spacious 191-cubic-foot load area, double-walled for strength. Handling's uniformly good loaded or empty—thanks to nearly 50-50 weight distribution. Extra loading ease stems from low loading heights, wide-opening rear and side doors (left-hand double side doors optional at extra cost). And the rear-mounted air-cooled Turbo-Air 6 keeps you ahead on fuel and maintenance costs.

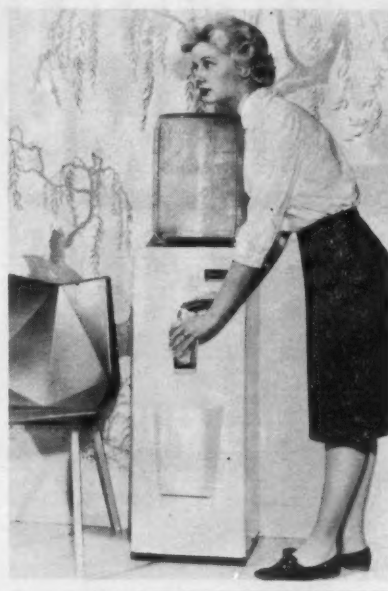
CHEVROLET STEP-VAN. Sure-fire savers on grueling stop-and-go grinds that call for big loads and walk-in convenience. Choose from six spacious models—each one ready for rugged routes with a durable body and tough Forward Control chassis, supplied by Chevrolet as one complete unit. Bodies come in 8-, 10- or 12-foot lengths. G.V.W.'s range from 5,600 lbs. all the way up to 10,000 lbs. Loading and unloading is quick and easy, thanks to big, wide doors and a load compartment that's lined throughout with smooth steel panels. The roomy interior is fully protected by insulated, watertight body construction.

CHEVROLET FORWARD CONTROL CHASSIS. With Chevy's brand of power and durability, it's a work-proved basis for bigger profits when combined with the special body of your choice. Chassis are available in seven different models with G.V.W.'s ranging from 5,400 to 10,000 lbs. and wheelbases of 102, 104, 125 and 137 inches. Fitted out with 7-, 8-, 10- or 12-foot bodies, these Chevies suit many multi-stop operations. It's more evidence that your Chevrolet dealer has all the best answers to all of your delivery truck needs—so see him soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

WESTINGHOUSE Thermoelectric Water Coolers

Westinghouse announces a thermoelectric water cooler designed for home or office use. Its refrigeration process comes directly from electricity with no moving parts.

New bottle-type cooler is produced in gray for office use; white for homes. In appearance, it resembles a standard, compressor-operated cooler, but within the cabinet the cooling system requires approximately 25% less volume. 36-in. cabinet height is retained because it places water tap at a convenient level. In thermoelectric principle electricity passes through junctions of two dissimilar materials creating cold without use of a conventional compressor. Westinghouse Electric Corp., Columbus, Ohio.

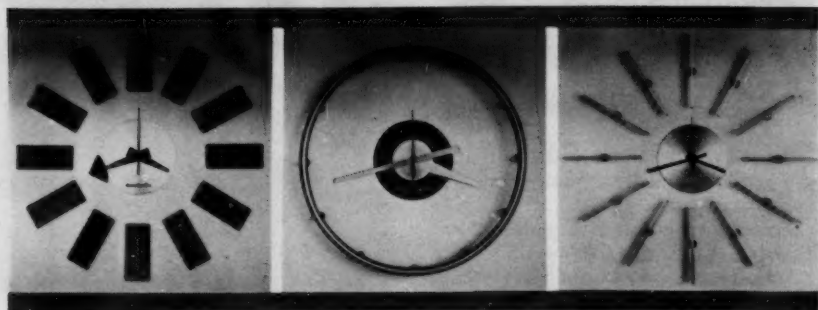


IONA Drink Mixer

Dairy Bar (DM-1) fountain-type mixer has metal stand, plastic container, Super-Torque motor. Price, \$14.95. Iona Mfg. Co., Inc., Manchester, Conn.

1961 CHEVROLET STURDI-BILT TRUCKS

new products CONTINUED



HOWARD MILLER Clocks

Pictured above are Models 6774, 6770 and 6772.

New clocks are available in a variety of sizes and finishes.

Motifs are available to suit a

room, office, building, person or even a company. Emphasis has been placed on detail and design. Especial emphasis has been placed on form, texture and function of these instruments. *Howard Miller Clock Co., Zeeland, Mich.*

O'KEEFE & MERRITT 1961 Gas Built-Ins

Contemporary styling is featured in O'Keefe & Merritt's 1961 line of 7 built-in gas ovens and 8 surface units.

The 7 gas built-in ovens offer slimmer, trimmer lines, clean-angled square corners, wider oven and broiler doors, oversized Panoramic windows and a new Pacific blue oven interior for easier cleaning; an illuminated glass control panel, lift-off doors.

The built-in gas ovens fit standard 24-in. cabinets. Models are available in 2 series: Deluxe line fits a 23x41 cut-out; "package" unit slides into a 23x35 1/2-in. space.

The ovens include a triple rotisserie, automatic roastmaster, automatic clock, easy-to-read-n-set oven controls; power Grilleator broiler.

Come with birch wood door handles. **Built-in Ranchero**, one of the 8 new built-in surface units, measures 22x42 in. and is designed for top burner cooking, griddle frying, full rotisserie roasting and barbecuing. Gas-fired long-life ceramic coals give a "open-fire" flavor to foods. A special grill carries excess grease to a hidden reservoir.

Other surface units are available in 22x26 and 18x36 in. including the tile top custom installed model.

All the cook tops feature recessed controls for extra safety, Star Jet burners. The full line of built-in ovens and surface units is available in 6 contemporary colors. *O'Keefe & Merritt Co., 3700 E. Olympic Blvd., Los Angeles 23.*

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With Olympic's exclusive Dealer's Choice, you dial your own "combination of combinations!" You choose the popular TV, Stereo and Radio features that your own customers want. You choose the right Demos and Styling to clinch sales. You choose from the widest price range... \$249.95 to \$995. You give extra values and you get full markup in every Olympic combo... including new "dividend price" models that will outshine competition! Sell 'em with the industry's most successful Pricing-Merchandising formula... profit-safe for '61!



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Model KC388



Model KA880



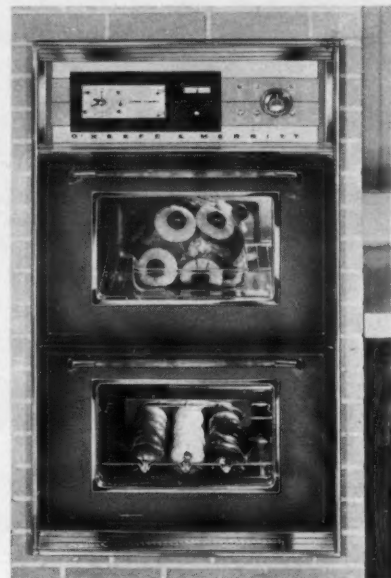
Model KL115



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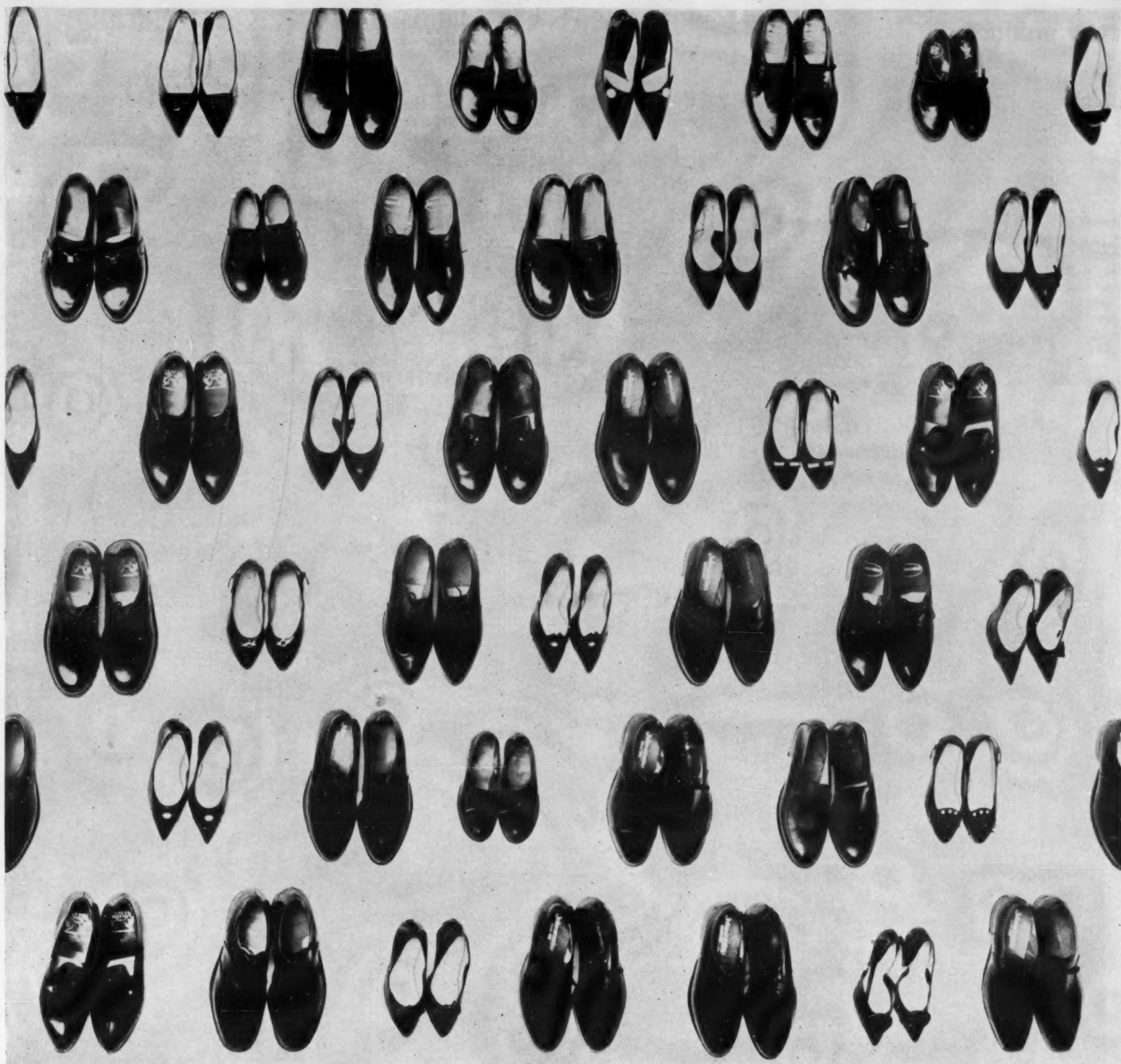
ASTRAL Portable Refrigerator

A completely new portable refrigerator is announced by Morphy-Richards. New Astral is a slim-line model and takes no extra space in laboratory, doctor's office or hospital, yet has a greater capacity because of the added feature of a full-length door compartment. Comes equipped with qualities of all Morphy-Richards portables and built-ins. Available in standard chip-resistant white enamel or walnut finish, with or without attachable legs. Exterior is 21 1/4 in. deep, 21 1/4 in. wide and 25-2/5 in. high; interior, 11-5/16 in. deep, 15 3/4 in. wide and 19 1/2 in. high. Can be used on ac or dc, on any voltage from 6 to 220.

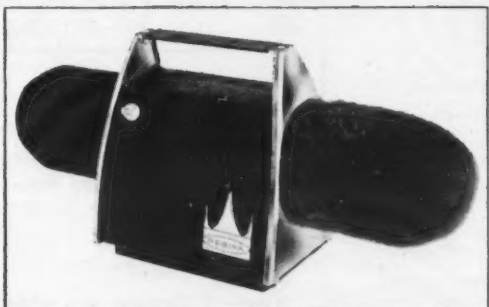
Unit has roomy shelves on door including a large compartment with sliding doors for butter and cheeses, an egg rack plus an additional shelf for odds and ends.

As a portable, it is adaptable to nursery, patio or living room. It can also be used for mobile living since it has no moving parts, with nothing to be jostled around by a long trip. *Morphy-Richards, Inc., 232 S. Van Brust St., Englewood, N. J.*





MULTIPLY JUST ONE PAIR OF THESE SHOES BY 600,000,000* AND YOU HAVE YOUR MARKET FOR THE REGINA ELEKTRIK-SHOEBY!



Regina—manufacturer of America's #1 floor polishers now offers you a tremendous opportunity to cash in on a new, fast-growing market! **New profits for you!** The electric shoe polisher market is booming! Get your share of this bonanza

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Regina Elektrik-Shoeboy is a perfect gift for Dad... a prestige executive gift...a boon to Mothers with large families. To get all the facts on how you can build your sales volume with the Regina Elektrik-Shoeboy, mail the coupon below today.

*Boot and Shoe Recorder Magazine's estimate of 1960 sales
Shoes courtesy of Endicott-Johnson

The Regina Corporation, Zone 10, Rahway, N. J.

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STOCK UP NOW FOR FATHER'S DAY—JUNE 18th

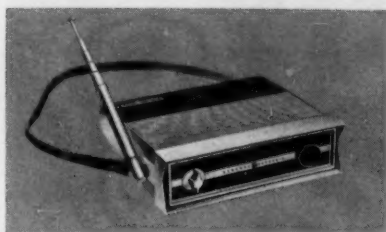
new products

CONTINUED

G-E Transistor Portable Radios

Seven new transistor portable radios coupled with 2 carry-overs complete G-E's 1961 line. All come equipped with built-in ferrite rod antennas, vernier precision tuning. Earphones, earphone jacks and batteries are optional.

"The General" No. P870, 8-transistor portable, plays indoors, outdoors or in an auto. Measures $7\frac{1}{4} \times 2\frac{1}{4} \times 6\frac{1}{4}$ in., operates on 3 standard flashlight batteries; weighs 3 lbs. with batteries, and can be carried by a clip-on removable carrying case, which serves as a stand or can be hung from car window or windshield of a boat, belt or bike.



Has chromed die-cast "Zamac" front and sides, anodized aluminum grille, high-impact Cyclac case, and resembles a camera. Has easy-to-read slide rule dial and black and chrome finish.

No. P8511, king-size cigarette size, weighs $10\frac{1}{2}$ oz. with battery. Its "camera-type" case is made of die-cast chrome and antique white with a Cyclac back. Has Class B push-pull audio output and 4v mercury cell. Leatherette jewelry box, com-

plete with radio, carrying case, earphone and battery.

No. P825, vest-pocket portable, weighs $7\frac{1}{2}$ oz. with battery, has 6 transistors plus 1 diode, plated circuitry, 2-in. speaker; operates on a 4v mercury cell; Cyclac case with front and back over-wrap of simulated leather; green and sand or white and black.

No. P820, shirt-pocket portable, weighs $10\frac{1}{2}$ oz. with batteries, has 6 transistors plus 1 diode, $2\frac{5}{8}$ -in. magnetic speaker, horizontal slide rule dial, printed circuit chassis, Class B audio output; plays up to 100 hrs. on 2 penlite batteries. Cyclac case; comes in ebony and white.

No. P835, full-size portable, has 6 transistors plus 1 diode, 4 IF transformers, 4-in. speaker, collapsible strap handle. Measures $8 \times 6 \times 3$ in., weighs $3\frac{1}{4}$ lbs. with batteries; plays

up to 400 hrs. on 6 standard flashlight batteries. Simulated leather with plated grille, or saddle brown with silver grille.

No. P840, 7-transistor portable, has tuned RF circuit with 3 gang tuning condenser, 4 IF transformers, printed circuit chassis; 4-in. speaker; uses 6 standard flashlight batteries, plays up to 400 hrs.; weighs 4 lbs. with batteries; dial light for easy night tuning. Simulated leather case has chrome grille and collapsible strap handle, saddle brown with chrome.

No. P809, all-purpose 5-transistor portable, measures $7\frac{1}{8} \times 4\frac{5}{8} \times 3$ in.; weighs 30 oz.; uses a 9v battery and has Class A audio output. Plays approx. 150 hrs. Has easy-to-read dial, thumbwheel tuning, $3\frac{1}{2}$ -in. heavy magnet speaker. Olive green with gold grille or black with gold or white with gold grille.

Prices, \$19.95 to \$75. G-E Radio and Television Div., Electronics Park, Syracuse, N. Y.

Another good reason for Confidence in a growing America



YOUR FUTURE RIDES HIGH ON THIS CURVE!

If you're uncertain about what lies ahead, take a good look at the white line. It represents America's past production rate and economists' estimates of future production, with the peaks and valleys smoothed out. Over the long pull the curve keeps rising.

In fact, American production more than doubles every 20 years.

You can expect even faster growth during the Sixties. Because at the present rate, the \$12 billion a year we're spending on research and development may well reach \$22 billion by 1971. The outpouring of new products and processes will be in proportion. Research is the fountain-head of progress. Ready now are such innovations as foods preserved

by radiation, cleaning with sound waves, machines that can translate foreign languages, and solid radio sets without wires. And many more are on the way.

Judging by past experience, two million more businesses will be established to make and distribute our growing production during the next 25 years. Whole industries will emerge to turn out the new products that are coming from the laboratories. America has a brilliant future but to realize it fully, we must all

work together for the common good.

FREE—Write for illustrated booklet, "The Promise of America." Box 10, New York 18, N. Y.

GET READY FOR AN UPSWING!

MORE RESEARCH—We're now spending \$12 billion a year—and that's expected to double during the Sixties!

MORE INCOME—Today's \$6500 average per family represents an all-time high!

MORE SAVINGS—Now at the highest level ever—net savings of individuals exceed \$375 billion!

MORE JOBS—Despite unemployment there are 16 million more jobs than in 1939—will be 22 million more by 1975!

MORE EDUCATION—By 1970 we'll have 20 million more high school graduates than today, and 8 million more college graduates. They'll earn more, live better!

MORE LEISURE—40 million Americans get paid vacations and there are 16 million people over 65, many of them with retirement income to spend!

MORE MARKETS—U.S. exports, plus output on U.S.-owned plants overseas, already account for over \$50 billion in sales!

MORE NEEDS—Schools, hospitals, highways, homes—we need billions in improvements right now, and the need keeps growing!

CHANNEL MASTER Transistor Radio

Channel Master announces an addition to its transistor line:

No. 6516 is a 7-transistor vest-pocket radio.

Measuring $4\frac{1}{2} \times 2\frac{7}{8}$ in., the miniature portable radio features: a $2\frac{1}{2}$ -in. speaker which reproduces fine tonal quality, an easy-to-read Vernier fine-tuning dial, a dual-purpose carrying handle and easel stand and a built-in ferrite antenna; has pull-in power to get weak and distant stations.

No. 6516 operates on a standard 9v battery and is housed in an unbreakable nylon case. Available in black or red, with a gold anodized grille it includes a magnetic earphone for private listening.

Price, \$34.95. Channel Master Corp., Ellenville, N. Y.

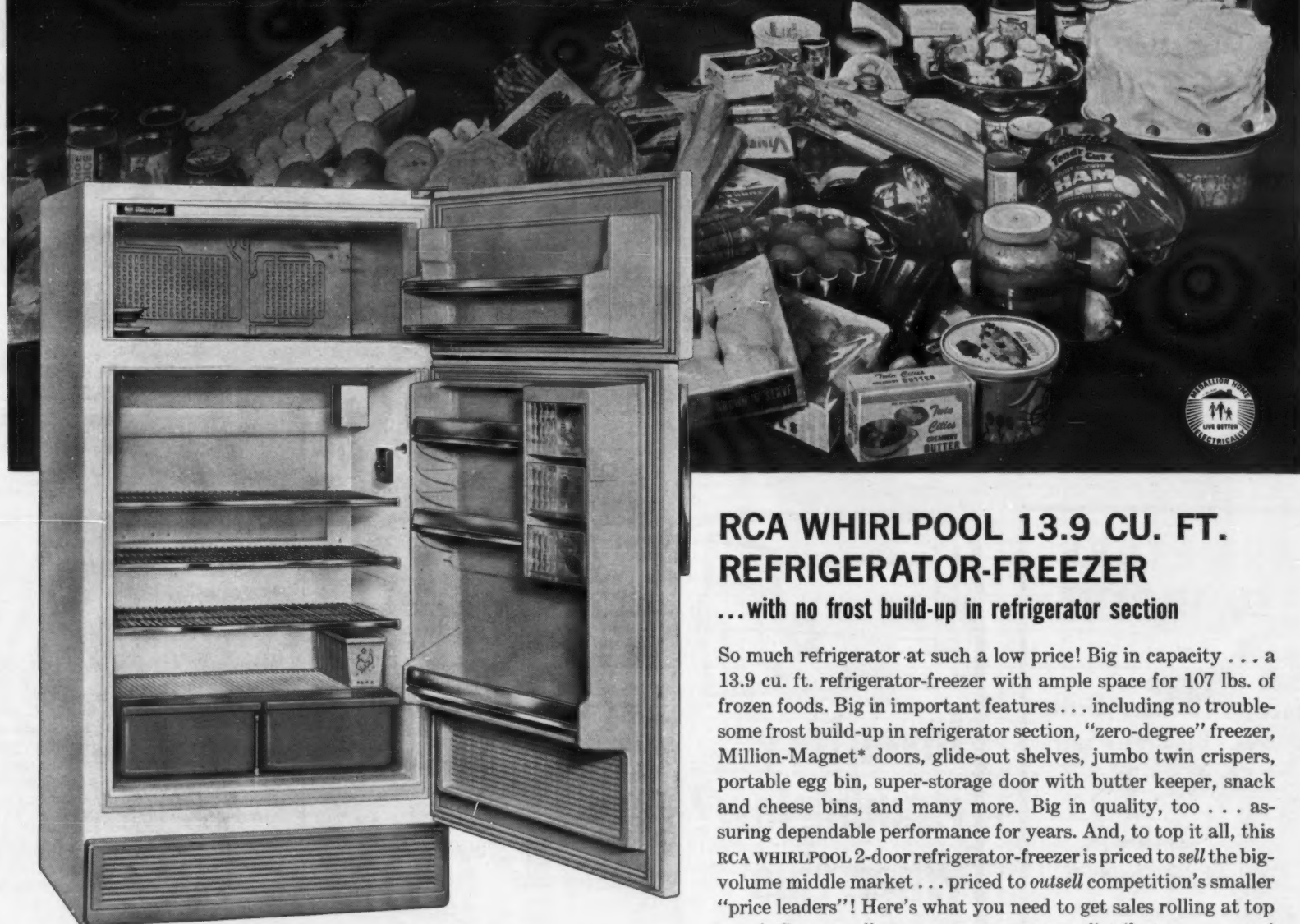
briefs

Regal record rack in brass-plate, holds 6 albums, saves needed floor space; slender design, tear-drop finials. 41 in. high, 9 in. wide. **Price**, \$12. George Koch Sons, Inc., Evansville 4, Ind.

Twentieth Century has added an assembled speaker enclosure to its unfinished hi-fi furniture line. Designed so port can be adjusted to requirements of any 8- or 12-in. speaker, No. 310 is suitable for horizontal or vertical mounting. **Price**, \$24.95. Twentieth Century Woodworking Co., Inc., 79 Clifton Pl., Brooklyn 30.

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NEVER BEFORE OFFERED! BIG SIZE! LOW PRICE!



RCA WHIRLPOOL 13.9 CU. FT. REFRIGERATOR-FREEZER

...with no frost build-up in refrigerator section

So much refrigerator at such a low price! Big in capacity . . . a 13.9 cu. ft. refrigerator-freezer with ample space for 107 lbs. of frozen foods. Big in important features . . . including no troublesome frost build-up in refrigerator section, "zero-degree" freezer, Million-Magnet* doors, glide-out shelves, jumbo twin crispers, portable egg bin, super-storage door with butter keeper, snack and cheese bins, and many more. Big in quality, too . . . assuring dependable performance for years. And, to top it all, this RCA WHIRLPOOL 2-door refrigerator-freezer is priced to *sell* the big-volume middle market . . . priced to *outsell* competition's smaller "price leaders"! Here's what you need to get sales rolling at top speed. See or call your RCA WHIRLPOOL distributor . . . now!

*Tmk.

MODEL HS-14T

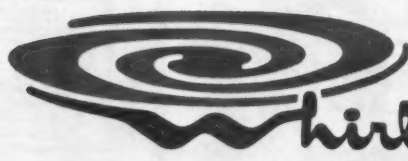
MODEL HS-14B

Here's a low-priced, bottom-mounted RCA WHIRLPOOL refrigerator-freezer . . . Model HS-14B . . . with even bigger frozen food storage capacity and many other important features! Another big seller!



*Join up! . . . it's easier
to sell RCA WHIRLPOOL
than sell against it!*

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Tie up . . . and step up your sales!



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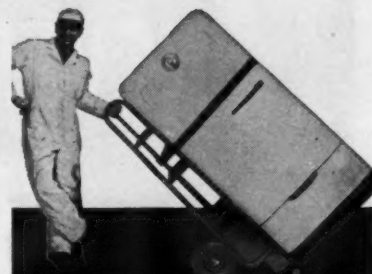
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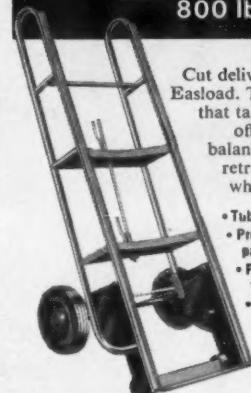
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Here's why the HOOVER
Floor Washer-Dryer out-performs,
out-features its half brothers!



	HOOVER	BRAND "B"	BRAND "S"	BRAND "R"	BRAND "G"
Tank capacity over 50 fl. oz.	YES	NO	NO*	NO	NO
Detachable water tank	YES	NO	YES	NO	NO
Easy to fill and empty	YES	NO	YES*	NO	NO
Wheels	YES (retractable)	NO	NO	NO	NO
Dispenses while scrubbing	YES	NO	NO*	NO	YES
Swivel nozzle— gets in corners	YES	NO	YES	YES	NO
Full 12-inch nozzle	YES	NO	NO	NO	YES
Fast drying time	YES	YES	NO	NO	YES
Finger tip water control	YES	NO	NO*	NO	YES
Cord length 18 feet	NO	NO	NO	YES	YES
Excess Suds Control	YES	YES	NO	NO	YES
Fill level marks inside of tank	YES	NO	NO*	NO	NO
Exhaust aimed at floor	YES	NO	NO	NO	YES

*This brand has no clean water tank—water must be applied manually.
Comparisons based on tests conducted by the Engineering Division of The Hoover Company,
November, 1960 and February, 1961.

This fine Hoover product has been tested and proven in
tens of thousands of homes. Let your Hoover representa-
tive show *you* how to demonstrate and sell it in your store.
The Hoover Company, North Canton, Ohio.

HOOVER®



FINE APPLIANCES . . . around the house, around the world.



THIS NATIONAL SYSTEM
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H. F. KAUFFMAN, GEN-
ERAL MANAGER of The
Electric Motor Repair Co.

INTERIOR of The Elec-
tric Motor Repair Co.



"Our *National* System
saves us \$2,850 a year...
returns 100% annually on investment!"

—The Electric Motor Repair Co., Baltimore, Md.

"Our National System makes it possible for us to handle an increasing volume of business without additional personnel. Costly hand detail work has been eliminated. For example, the daily sales journal and department records are now produced automatically by the machine as a by-product of controlling sales.

"Now, for the first time, we have control over all transactions. As a result, inventories balance, sales records are more accu-

rate, and shortages have been eliminated.

"All things considered, our National System saves us at least \$2,850 a year, the entire cost of the system. No wonder we feel it is one of the finest investments we have ever made."

H. F. Kauffman

General Manager
The Electric Motor Repair Co.

Your business, too, can benefit from the many time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 Offices in 121 Countries • 77 Years of Helping Business Save Money

*TRADE MARK REG. U. S. PAT. OFF.

National*

CASH REGISTERS

ADDING MACHINES • ACCOUNTING MACHINES

ELECTRONIC DATA PROCESSING

NCR PAPER (NO CARBON REQUIRED)



In the Johnson's new wood-paneled family room, the ceiling light was placed over the table, and lamps were placed near the studio couches. The pass-through counter (*above*) shows the built-in oven and electric range in the kitchen. Ceramic topped counters (*below*) afford plenty of appliance space, and overhead cabinets provide generous storage space. And the dining table is close to the double buffet.



Major appliance market ... growing in new farm homes!

Some time ago the Donald Johnsons planned on remodeling their farm home near Perry, Iowa. But when they checked costs, they found they would be spending a lot of money, and still not getting what they wanted.

So they built a new house of contemporary design. And this house incorporated SUCCESSFUL FARMING's Big Six suggestions—front door on the drive, business center, central hall to keep traffic away from work areas, washroom space, wash-up area near the back door, and a modern kitchen. And, of course, new appliances: liberal light in every room, clothes washer and dryer, built-in oven, range, counter space and outlets for small appliances.

The Johnsons are only one of thousands of SUCCESSFUL FARMING families who build new homes every year. And during the past 3 years, 930,000 SF subscribers have remodeled, and repaired homes; and 310,000 added to their wiring capacity.

Farm homes need more appliances than urban dwellers. Families are larger, eat and entertain

more at home, have more laundry. In the past three years, 7 out of 10 SF families have bought one or more major appliances; and 8 out of 10 have bought small appliances. SF families are over-average among United States homes in appliance ownership.

SF families can afford appliances. In the past decade their annual cash farm incomes averaged about 70% above the national farm average.

SUCCESSFUL FARMING sells. For fifty-nine years, it has been helping farmers do more, produce more, earn more; and helped farm families live better. It has earned a respect and confidence that shows in unusually high readership, and a more cordial and interested reception and response to advertising. If you want your advertising to make more sales, put it in SUCCESSFUL FARMING—where it can make more sales.

12 State and Regional Editions offers advertisers unlimited flexibility, can be combined to meet market needs, and earn cumulative rates; permit dealer listings, publication of prices, special or localized promotions, new product offers, couponing, product or copy testing. Any SF office will give you the details.

Successful Farming

Des Moines, New York, Chicago, Atlanta, Boston, Cleveland,
Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.





MODEL 1680
23" TV

NEW EMERSON POLY-LUSTRE FINISH HARDWOOD CABINETS

\$260 VALUE YOU CAN SELL FOR \$228* AND MAKE BIG PROFITS!

Burn Resistant

Can't Stain

CAREFREE—NO WAXING EVER—ALWAYS WIPES CLEAN

Can't Leave Rings

Won't Scar

Exclusive Emerson Poly-Lustre finish permanently protects the fine hardwood cabinets. Offer this great PLUS feature in addition to top quality Emerson TV with Full Power Transformer Chassis . . . and sales will jump. Write, wire or phone your Emerson distributor today!

1282 sq. in. viewable area. *Suggested list. Slightly higher in some areas.



Emerson

JERSEY CITY 2, N. J.

Electricity adds still another comfort to **BETTER LIVING:**
FREEDOM from FLYING INSECTS!

NO SPRAYS, NO POISONS NO MOVING PARTS

People are fed up with ineffectual, temporary measures of flying insect control . . . so desperately needed wherever humans relax, work, play, shop or congregate. And the Gardner line offers so very much more:

COMPLETE LINE — A choice of three models to suit the need.

LONG LIFE — High quality workmanship for years and years of trouble-free service.

SAFE — No worry about children or pets. Bug-Shok well within limits of shock tolerances.

TIDY — Large collectors accumulate dry, odorless insects — easy to empty for disposal.

PROFITABLE — Customers see, compare, and buy a Gardner for Homes, Patios, Porches, Stores, Drive-Ins, Restaurants, Shops, Farms, etc.

Send for **FREE BULLETIN** and trade discounts

Gardner

MANUFACTURING CO.
Dept. EM • Horicon, Wisconsin

Manufacturers of electrical insect controls for industry since 1942.

FLIES CANNOT DEVELOP IMMUNITY TO ELECTRICITY!



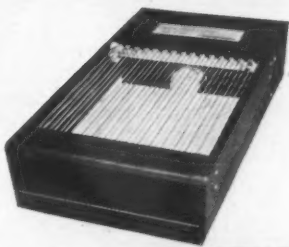
Model B-20 BUG-SNUFFER

Attracts and SNUFFS night flying INSECTS. Black hood and base; spun aluminum collector cone. 7½" high. Sits on shelf or table, or hangs on wall. Retail for \$14.95.



Model FT-400 BUG-SHOK

Inner rods electrocute flies and insects. Screw knob releases tray to empty dry, odorless dead insects. Anodized aluminum, 13" high. Retail for \$39.95, with bracket.



Model FT-120 BUG-SHOK

Portable table model. Insects accumulate in easily removed tray. Sugar water "bait" increases daytime effectiveness. Black enamel steel case. Size: 24½"x12½"x5". Retail for \$49.95.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	107	104	133	19.5% down*
appliance-radio-TV index (1957 = 100)				(Dec. 1960 vs. Dec. 1959)
RETAIL SALES	18.1	17.9	18.2	0.5% down
total (\$ billions)				(March 1961 vs. March 1960)
APPLIANCE-RADIO-TV STORE SALES	316	299	337	6.2% down
(\$ millions)				(Jan. 1961 vs. Jan. 1960)
CONSUMER DEBT + +	279	286	299	6.7% down
owed to appliance-radio-TV dealers (\$ millions)				(Feb. 1961 vs. Feb. 1960)
FAILURES	33	28	27	22.2% up
of appliance-radio-TV dealers				(March 1961 vs. March 1960)
HOUSING STARTS	106.5	79.9	72.5	46.9% up
(thousands)				(March 1961 vs. March 1960)
AUTO OUTPUT	125.5**	114.1**	144.9**	13.4% down
(thousands)				
PERSONAL CONSUMPTION EXPENDITURES	18.0+	18.3+	19.2+	6.3% down
for furniture-household equipment (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME	358.1+	357.5+	342.4+	4.6% down
annual rate (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
CONSUMER SAVINGS	27.2+	29.2+	22.8+	19.3% up
annual rate (\$ billions)				(4th qtr. 1960 vs. 4th qtr. 1959)
EMPLOYMENT	65,516	64,655	64,267	1.9% up
(thousands)				(March 1961 vs. March 1960)

*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).

**Figures are for week ending April 24, 1961, and preceding week (revised).

+Figures are for quarters.

+ + Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. **New figures in bold-face type.**

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	Feb.	206,800	154,800	+33.59
	2 Mos.*	304,500	222,000	+37.16
DISHWASHERS	Feb.	38,900	46,000	-15.14
	2 Mos.	79,700	83,200	-4.21
DRYERS, Clothes, Electric	Feb.	52,869	69,898	-24.36
	2 Mos.	119,059	144,075	-17.36
Gas	Feb.	28,471	38,469	-25.99
	2 Mos.	65,439	75,895	-13.78
FOOD WASTE DISPOSERS	Feb.	50,400	56,300	-10.49
	2 Mos.	106,300	108,100	-1.67
FREEZERS	Feb.	68,400	97,400	-29.77
	2 Mos.	126,500	150,600	-16.00
PHONOGRAPH SHIPMENTS	Feb.	255,348	417,315	-38.81
	2 Mos.	547,097	877,044	-37.62
RADIO PRODUCTION	Week Apr. 14	184,959	219,554	-15.76
(excludes auto)	15 Weeks	2,882,491	3,017,705	-4.48
RADIO RETAIL SALES	Feb.	666,228	611,479	+8.95
	2 Mos.	1,246,908	1,414,867	-11.88
TELEVISION PRODUCTION	Week Apr. 14	112,364	105,383	+6.62
	15 Weeks	1,518,667	1,791,185	-15.21
TELEVISION RETAIL SALES	Feb.	452,282	507,673	-10.91
	2 Mos.	852,073	1,098,540	-22.44
REFRIGERATORS	Feb.	239,000	302,400	-20.96
	2 Mos.	464,700	569,100	-18.34
RANGES, Electric, Standard	Feb.	74,900	83,500	-10.30
	2 Mos.	146,000	150,900	-3.25
Built-in	Feb.	53,200	59,700	-10.89
	2 Mos.	91,500	105,800	-13.52
RANGES, Gas, Standard	Mar.	121,200	144,400	-16.07
	3 Mos.	318,500	391,300	-18.60
Built-in	Mar.	28,000	30,400	-7.89
	3 Mos.	70,000	76,200	-8.14
VACUUM CLEANERS	Feb.	257,930	294,483	-12.41
	2 Mos.	500,445	552,813	-9.48
WASHERS, Automatic & Semi-Auto	Feb.	182,020	222,463	-18.18
	2 Mos.	369,072	425,406	-13.24
Wringer & Spinner	Feb.	45,542	61,177	-25.56
	2 Mos.	87,409	112,799	-22.51
WASHER-DRYER COMBINATIONS	Feb.	6,034	16,381	-63.16
	2 Mos.	12,417	30,345	-59.08
WATER HEATERS, Electric (Storage)	Feb.	60,300	75,500	-20.13
	2 Mos.	112,800	138,200	-18.38
WATER HEATERS, Gas (Storage)	Mar.	249,400	247,300	+ .85
	3 Mos.	682,200	677,600	+ .68

*Includes January 1961 correction

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

HOME GOODS DATA BOOK

RESERVATIONS
CLOSE
MAY 5

BY THE PUBLISHERS OF ELECTRICAL MERCHANDISING WEEK



Only a few weeks left to make sure you're on hand — big, bold and brassy — in the debut issue of Home Goods Data Book! Miss this one, and you miss the coverage buy of the year. Nearly 50,000 top home goods people will receive and read the Data Book, and use it for months to come! Great reader interest . . .

targeted placement of advertisements . . . low ad and insert rates . . . long issue life. That's it! No wonder the first annual Home Goods Data Book is an instant hit. Reservations close May 5; ad plates due May 15, inserts June 1. Be there!



MODEL C-508
\$750.00* LIST

TRUE COLOR

EMERSON BIG-PROFIT COLOR TELEVISION

Open a new dimension in sales. Revolutionary Colorscope chassis with 21-inch* aluminized picture tube and simplified tuning controls put superb color compatibility and life-like reception at your customers' fingertips. Profit big the colorful way. Write, wire or phone your Emerson distributor today!

*262 sq. in. viewable area. †Suggested list. Slightly higher in some areas.



Emerson JERSEY CITY 2, N. J.

PRICED STYLED RIGHT RIGHT

and field tested to insure
they'll SELL RIGHT



WINK-AWAKE ALARM
with Adjustable, Panelescent Lighted Dial

by **Sunbeam**

Customers who hate getting up (and that includes everybody) will take to this alarm clock—the only one that can be set for five, ten or fifteen extra minutes of sleep! The only one with an adjustable lighted dial, from whisper softness to night-light brilliance. Model B011, \$12.95*.

SUNBEAM CORPORATION
Dept. 27, Chicago 50, Ill.

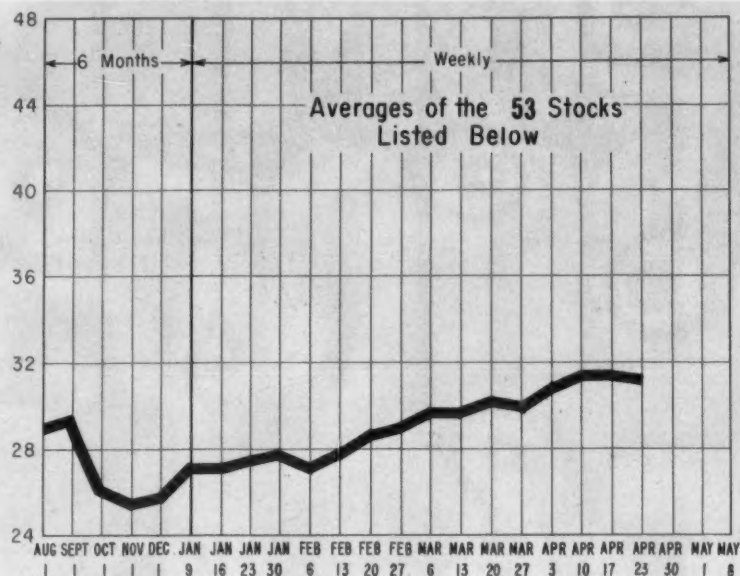
©S.C. ©Sunbeam. *Recommended Retail Price.

For more information on the new line of field tested clocks, write Sunbeam, Dept. 27

Sell the NEW
Sunbeam
ELECTRIC CLOCKS
distinctive...
...decorative
...desired

TAKING STOCK

A quick look at the way in which the stocks of 53 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961		Close Apr. 17	Close Apr. 23	Net Change
	High	Low			
NEW YORK EXCHANGE					
Admiral	15 ¹ / ₈	10 ⁵ / ₈	13 ³ / ₈	13 ³ / ₈	—
American Motors 1.20	21 ¹ / ₄	16 ¹ / ₂	20	18 ³ / ₄	— 1 ¹ / ₄
Arvin Ind. 1	28 ¹ / ₈	20.	28 ¹ / ₈	26 ¹ / ₄	— 2 ¹ / ₄
Borg Warner 2	43 ³ / ₈	35	40 ⁵ / ₈	40	— ³ / ₈
Carrier 1.60	43 ³ / ₈	32 ¹ / ₈	41 ⁵ / ₈	40 ¹ / ₄	— 1 ³ / ₈
CBS 1.40B	42 ³ / ₈	35 ³ / ₈	40	40	—
Chrysler 1A	48	37 ³ / ₈	48	43 ¹ / ₈	— 4 ⁷ / ₈
Decca Records 1.20	44 ¹ / ₄	32 ³ / ₈	43 ³ / ₈	41 ³ / ₈	— 2
Emerson Electric 1BXD	85	50	79 ¹ / ₄	81	+ 1 ³ / ₄
Emerson Radio .37T	16 ¹ / ₄	11 ¹ / ₈	15 ¹ / ₂	14 ¹ / ₂	— 1
Fedders 1B	24	17 ¹ / ₈	22 ¹ / ₂	20 ¹ / ₂	— 2
General Dy. 1	45 ¹ / ₂	37 ¹ / ₂	38 ³ / ₈	38 ¹ / ₂	+ ¹ / ₈
General Elec. 2	74	61 ¹ / ₈	63 ³ / ₈	62	— 1 ³ / ₈
General Motors 2	47 ³ / ₄	40 ⁵ / ₈	46	45 ¹ / ₈	— ⁷ / ₈
General Tel & El .76*	32 ¹ / ₂	26 ¹ / ₂	31	28 ¹ / ₂	— 2 ¹ / ₂
Hoffman Elec.	22 ¹ / ₄	16 ¹ / ₄	21 ³ / ₈	20 ³ / ₄	— ⁵ / ₈
Hupp Corp. .25F	11 ³ / ₄	8	11 ³ / ₈	10 ⁷ / ₈	— ¹ / ₂
Magnavox 1	92 ³ / ₈	46	83	81 ¹ / ₄	— 1 ³ / ₄
Maytag 2A	49	36 ¹ / ₂	47	48	+ 1
McGraw-Edison 1.40	40 ⁵ / ₈	30 ³ / ₄	37 ⁵ / ₈	36 ¹ / ₈	— 1 ¹ / ₂
Minn. M&M .60	87	70 ¹ / ₈	85 ⁵ / ₈	82	— 2 ³ / ₈
Montgomery Ward 1	34 ³ / ₄	28	30 ¹ / ₂	29	— 1 ¹ / ₂
Monarch .04	18 ¹ / ₂	13 ³ / ₈	18 ¹ / ₈	17 ⁷ / ₈	— ¹ / ₄
Motor Wheel 1	20 ¹ / ₂	11 ³ / ₄	16 ¹ / ₄	15 ¹ / ₈	— ³ / ₈
Motorola 1	92	75 ¹ / ₈	89 ³ / ₄	89 ¹ / ₄	— ¹ / ₂
Murray Corp.	30 ⁵ / ₈	26 ⁵ / ₈	29	28 ⁵ / ₈	— ³ / ₈
Norris-Thermador	24 ³ / ₈	18	18 ¹ / ₂	23	+ 4 ¹ / ₂
Philco	24 ¹ / ₄	17 ³ / ₈	22 ³ / ₈	21	— 1 ⁵ / ₈
RCA 1B	62 ¹ / ₂	49 ¹ / ₂	60 ³ / ₄	57	— 3 ³ / ₄
Raytheon 2.37T	42 ³ / ₈	35 ¹ / ₄	38 ³ / ₄	36 ³ / ₈	— 2 ³ / ₈
Rheem	19 ³ / ₈	13 ¹ / ₂	16 ¹ / ₂	18 ⁵ / ₈	+ 2 ¹ / ₈
Ronson .60	18 ³ / ₈	12 ³ / ₈	18 ¹ / ₂	17 ¹ / ₄	— 1 ¹ / ₄
Roper GD	24 ¹ / ₄	16 ⁵ / ₈	22	21 ¹ / ₂	— ¹ / ₂
Schick	14 ¹ / ₈	8 ¹ / ₄	11 ³ / ₄	10 ³ / ₄	— 1
Siegler Corp. .40B	34	27	31 ¹ / ₂	30 ³ / ₈	— 1 ¹ / ₈
Smith A. O. 1.60A	37 ³ / ₈	31 ³ / ₄	36 ⁵ / ₈	34 ¹ / ₂	— 2 ¹ / ₈
Sunbeam 1.40A	54 ¹ / ₂	45 ³ / ₈	48	45 ⁵ / ₈	— 2 ³ / ₈
Welbilt .10E	5 ⁷ / ₈	4 ¹ / ₈	5	5 ³ / ₈	+ ³ / ₈
Westinghouse 1.20	50	40 ⁵ / ₈	42 ⁷ / ₈	41	— 1 ⁷ / ₈
Whirlpool 1.40	34 ¹ / ₄	27 ¹ / ₄	32	31 ¹ / ₄	— ³ / ₄
Zenith 1.60A	144 ³ / ₄	97 ¹ / ₄	138	129 ¹ / ₂	— 8 ¹ / ₂
AMERICAN EXCHANGE					
Century Electric	10 ³ / ₄	5 ⁷ / ₈	9	8 ³ / ₄	— ¹ / ₄
Ironrite .25T	8 ¹ / ₄	5 ¹ / ₂	6 ¹ / ₂	6 ¹ / ₂	—
Lynch Corp. 87T	12 ¹ / ₄	8 ¹ / ₄	11 ¹ / ₈	11 ¹ / ₄	— ¹ / ₈
Muntz TV	6 ¹ / ₂	4	6 ¹ / ₈	5 ⁵ / ₈	— ¹ / ₂
National Presto .60	31	12 ¹ / ₄	26 ¹ / ₂	24 ³ / ₄	— 1 ¹ / ₂
Nat. Un. Elec. (Eureka)	3 ³ / ₈	1 ⁷ / ₈	3	2 ⁷ / ₈	— ¹ / ₈
Pentron	5 ³ / ₈	2 ³ / ₈	4 ¹ / ₄	4 ³ / ₈	+ ¹ / ₈
Proctor-Silex	8 ¹ / ₈	5 ¹ / ₈	7 ¹ / ₂	7	— ¹ / ₂
Republic Trans.	9 ¹ / ₂	4 ¹ / ₂	7 ⁵ / ₈	7 ¹ / ₂	— ¹ / ₈
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	8 ¹ / ₈	7 ³ / ₈	— ³ / ₄
Travler Radio	—	—	6 ³ / ₄	6 ³ / ₄	—
Webcor	—	—	10 ⁷ / ₈	10 ¹ / ₈	— ³ / ₄

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

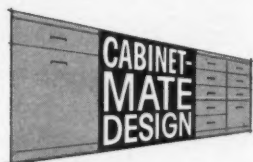
ANALYSIS: International news was not good last week and the market reacted accordingly. American setbacks, from Cuba to Gagarin, seemed to have dimmed the enthusiasm along Wall Street. Most issues were off, dropping the overall market average to its lowest point in some six months. The EM WEEK chart reflected the general trend. Down 1/8 pt. from

last week, the key stock listings revealed only seven issues on the plus side. Ten new highs were reached but these readings were established before the current tensions made themselves felt. Zenith again led the declining issues in what one expert termed a "tiring market." Chrysler and RCA were off 4 7/8 and 3 3/4, respectively.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

SO MUCH TO
SHOW
SO MUCH TO
TELL
SO MUCH TO
SELL

New RCA WHIRLPOOL
electric ranges
are full of exciting
features women want!



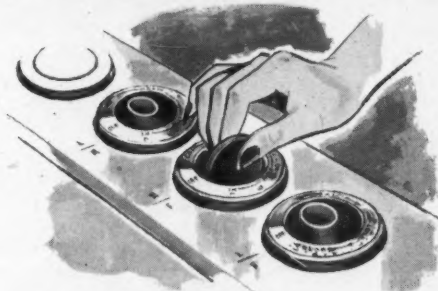
... counter high and
counter deep, with
flush fit on all sides
... assures built-in
look without built-in

costs. More than that, RCA WHIRLPOOL electric
ranges are all-new inside and out ... with
abundant features that do a big job of selling
for you. Note those illustrated. Women will love
'em! Then there's the Balanced-Heat oven with
dual elements and reflectorized broiler, Auto-
matic Mealtimer*, Bar-B-Kewer® with rotis-
serie, Roast Sentry*, Roto-Baste* and Ka-Bob*,
Full-View oven doors, and many more. Equally
important to the housewife, RCA WHIRLPOOL
ranges are engineered from top to bottom for
fast, easy cleaning ... with Dispos-A-Bowls*,
removable oven door, Spillguard top, lift-up
surface and oven elements, removable bottom
drawer. And there's a 30" or 40" model for most
every need, priced to give you a wonderful step-
up story. What a sales opportunity! *Tmk.

Join up! ... it's easier to sell
RCA WHIRLPOOL than sell against it!

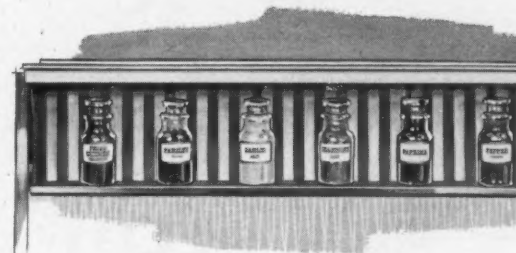


Mark 30 electric range



Counter Control Center

All controls are grouped at countertop
level in a neat row ... easy to see, con-
venient to use. And Flip-Top controls lie
flat until touched on one side ... then flip;
up comes an easy-to-grasp control surface,
ready to dial infinite heat variations.



Handy New Gourmet Shelf

Right on the top of the range is this con-
venient shelf with lift-up cover that comes
complete with apothecary bottles filled
with various kinds of condiments. It saves
steps ... ends searching for seasonings
while cooking.



Whirlpool CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN



Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

**Only Northern Can Offer You An
Electric Blanket Profit-Bonus Like This!**

1 FREE with 11 PLUS FREE SELF-SERVICE DISPLAY!



**up to 40%
profit!**



**LIMITED
OFFER!
ORDER NOW THROUGH
YOUR NORTHERN
DISTRIBUTOR!**

ANOTHER INDUSTRY FIRST—from Northern, world's largest electric blanket manufacturer.

For a limited time only, with every order of 11 of either Crestwood or Northern Special electric blankets, you get 1 free. That's right—get 12 for the price of 11—plus free display!

Northern's spectacular "1 free with 11" offer has a king-size profit-bonus built into it . . . *you can make up to 40% profit* on every Northern blanket you sell!

Don't miss out on this big money-making offer. You must act now while quantities, colors and sizes are still available!

NORTHERN ELECTRIC COMPANY • CHICAGO • WAYNESBORO AND BAY SPRINGS, MISS.

WORLD'S OLDEST AND LARGEST MANUFACTURER OF ELECTRIC BLANKETS AND HEATING PADS

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